**Your Letterhead**

October 29, 2020

Name of Donor,

Address line 1

Address line 2, Postcode

Dear Name,

Thanks to your support and generosity, over XXX have received [INSERT ACHIEVEMENT/IMPACT OF PROGRAM]. It is only with your help that we’ve got this far, and I’d like to personally thank you for your valuable contribution to our cause.

This holiday season, we want to [INSERT GOAL] - and we need your help! We know you care about [BENEFICIARIES] and understand the importance of what we’re doing at [NAME OF ORG]. Would you be willing to make a special holiday contribution of $50 or $100 to [INSERT GOAL]. All funds raised during the holiday season will go directly to [NAME OF PROGRAM].

With your support, we can impact our community in a lasting way. You can make a donation on our website, [www.[WEBSITENAME].org](http://www.[WEBSITENAME].org) or sending a cheque to our offices.

It is compassionate donors like you who make [IMPACT OF PROGRAM] possible. Thank you, as always, for your continued support!

Wishing you the happiest holidays,

**Your name**

Designation

P.S. Learn more about our [NAME OF PROGRAM] on our website: [www.[WEBSITENAME].org](http://www.[WEBSITENAME].org). We’d love it if you shared our work with your friends and family!