

Annual Appeal Letter

Dear [Donor's Name],

I hope this letter finds you well. As we approach the end of the year, I wanted to take a moment to reflect on the past 12 months and share with you our plans for the upcoming year.

Thanks to the generosity of donors like you, we were able to accomplish so much this year. We were able to provide assistance to families in need, support local organizations, and make a positive impact in our community.

But we know there is still so much work to be done. As we look ahead to the coming year, we are committed to continuing our mission of [insert mission statement]. We have set ambitious goals for ourselves, and we know that with your help, we can achieve them.

That's why we are asking for your support once again. Your donation will allow us to [insert specific ways donations will be used]. Your gift, no matter how big or small, will make a real difference in the lives of those we serve.

Please consider making a donation today. You can make a gift online at [insert website], or you can send a check to [insert address]. Your gift is tax-deductible, and we will provide you with a receipt for your records.

Thank you for your continued support. Together, we can make a difference in our community.

Sincerely,

[Your Name]