

General Annual Appeal Letter Template

Dear [Donor Name/Friend/Supporter],

As we approach the end of another year, I wanted to take a moment to reflect on all we've accomplished together and share our vision for the year ahead.

Thanks to generous supporters like you, we've been able to [specific achievements from this year].

Your continued support has made a real difference in [specific impact area].

However, our work is far from over. In the coming year, we plan to [specific goals and initiatives]. To make these ambitious plans a reality, we need your help.

Your annual gift, no matter the size, helps us continue our mission of [organization's mission]. Every dollar donated goes directly toward [specific use of funds].

Would you consider making a year-end gift of \$[suggested amount] to support our work? Your contribution is tax-deductible and will help us start the new year strong.

Thank you for your ongoing partnership and belief in our cause.

With gratitude,

[Your Name]

[Title]

[Organization Name]

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