

# SAMPLE LETTER

Date

Name

Address

City, State, Zip Code

Dear NAME,

## USE THIS PARAGRAPH FOR RETURNING DONORS

*[Personal opening]. Thank you for your past support of Easterseals NH, one of the largest social services non-profits in New Hampshire that served nearly 26,000 individuals in 2020 with your help.*

*I hope you will join me again in donating to the Easterseals NH 2021 VIP Campaign, which benefits children, adults and seniors with disabilities or special needs throughout New Hampshire. Your support is always important, but following the challenges of 2020, your help this year is critical as Easterseals NH continues to deliver services safely in spite of the pandemic. Your gift truly matters!*

## USE THIS PARAGRAPH FOR NEW DONORS

*[Personal opening]. I hope you will join me in donating to the Easterseals NH 2021 VIP Campaign, which **benefits nearly 26,000 children, adults and seniors with disabilities or special needs** throughout New Hampshire. Following the challenges of 2020, your help this year is truly critical as Easterseals NH continues to deliver services safely in spite of the pandemic.*

Easterseals NH ensures that people of all abilities are given the opportunity to flourish at every stage of life: from early childhood development and family support services to senior day and home-based programs, your donation helps Easterseals NH care for individuals and families in need. Your support also aids those whose challenges include substance abuse, though the work of Farnum and its services.

Impact is important to me in my charitable giving, and I know it's important to you, too. You can give confidently to Easterseals NH, knowing that your donation is maximized for impact through Easterseals' sound fiscal management: **90 cents of every dollar you give is spent on programs and services and all contributions 100% support NH programs and services.**

**Your support allows Easterseals to provide services to your neighbors, friends, co-workers, and loved ones**, enabling them have equal opportunities to live, learn, work, and play in their communities.

Thank you for considering my request. I hope you will join me in supporting Easterseals NH. If you have any questions, please contact me at PHONE or EMAIL. I also encourage you to visit [Easterseals.com/NH](http://Easterseals.com/NH) to learn more about Easterseals' life-changing programs.

With sincere appreciation,