

# YEAR-END EMAIL #1: THE HOOK

From:

[Organization Name]

Subject:

We're so close -- will you help us reach the finish line?

Body:

[Recipient Name]

[Insert a story here that pertains to the impact your mission can have. Keep it short and sweet]

These are problems you can help us solve. While we've been able to

[Name a success of your program]

we aren't there yet and need your help.

Will you consider making a donation of \$

?

[Suggest an amount and link to your donation page]

Kind Regards,

[Use the name of the most relevant contact at your organization]