

# YEAR-END EMAIL #2: THE LINE

## From:

[Redacted]

[Name of board president or  
name of the head of organization]

## Subject:

We cannot do this without you

## Body:

[Redacted],

[Recipient Name]

We cannot do this without you.

We're trying to

[Redacted]

[Insert Major  
Program Goal]

but we aren't there yet.

We need your help to reach our goal.

Will you join us? Will you donate \$

[Redacted]

?

[Suggest an  
amount and  
link to your  
donation  
page]

Kind Regards,

[Redacted]

[The same name you  
used in the from]