

Sample Letter/Email

Email to Previous Campaign Donor

Dear [NAME],

First and foremost, thank you for your previous support of the North Penn YMCA Annual Campaign. We are extremely grateful for friends like you who give so generously so that the Y is able to fulfill its mission of building healthy spirit, mind and body for all.

Having the opportunity to play even a small role in helping the Y meet the ever-changing needs of Greenville's most vulnerable children and families is personally very fulfilling, and I'm honored to be a part of this fundraising effort again this year. We have an extraordinary opportunity to ensure a brighter future for deserving youth, families and individuals right here in our community, and I feel very strongly about the Y's ability to deliver change like no other organization can.

This year, the North Penn YMCA is striving to raise \$220,000 for our Annual Campaign. Every dollar donated to this important cause is used to meet the greatest needs of our community and our Y. We are so fortunate that year after year, the Y's impact has been significant, but the reality is that the needs of our community are vast and continue to grow.

In 2023, you generously gave \$[PREVIOUS GIFT AMOUNT] and we would be so honored if you would consider a gift again this year. With your help, the Y will be able to continue meeting the greatest needs of our community.

You can make a contribution online at ymcagreenville.org/give, or checks can be sent to:

North Penn YMCA
c/o Annual Campaign
2506 N Broad St.
Colmar, PA 18915

Additionally, if you wish to make a pledge that you can fulfill later on in the year, please just let me know.

As always, thanks for your faithful support of the YMCA's mission.

With gratitude,
[NAME]