

Sample Letter/Email

Follow-Up Email

Dear [NAME],

As you may know, in [INSERT COUNTDOWN, I.E. 14 DAYS] the North Penn YMCA's Annual Campaign will reach its last day of the official campaign! While you can still give year-round, giving before [CAMPAIGN END DATE] is especially important to help us reach our goal by the campaign deadline. The YMCA is an important resource to so many individuals and families who benefit from access to afterschool care, early learning, senior health and fitness activities, and more.

Financial assistance is important because it makes the Y accessible to everyone. When you give to the Y's Annual Campaign, you're helping your neighbors and community thrive. I choose to support the Y because it makes such a big difference in our area, and I hope you will too.

Please consider giving to support this cause at NorthPennYMCA.org/GIVE. 100% of your contribution will be used to meet the greatest needs of our community. And, no donation is too small – every dollar truly makes a difference.

Thank you in advance!

Sincerely,

[NAME]