**Your Letterhead**

October 29, 2020

Name of Donor,

Address line 1

Address line 2, Postcode

Dear Name,

[GRAB YOUR READERS ATTENTION with an emotional appeal. Back up your emotional story with statistics and examples to outline the larger problem.]

The support of generous donors such as yourself has helped us achieve more than we’d ever imagined. Since we started [NAME OF ORG] we’ve:

* Achievement 1
* Achievement 2
* Achievement 3

I am writing to tell you about an exciting opportunity to maximize your giving. This month [state a specific time period], we’re matching donations by x%!

Donate by [DATE] to get x% of your donation matched. Here’s how it works:

**Donate $50** and **$75** will go to [state what you will do]

**Donate $75** and **$100** will go to [state what you will do]

You’re also welcome to make a **tax-deductible donation** to [NAME OF ORG] on our website: www.[WEBSITENAME].org.

Your gift today can open up a world of opportunities for [BENEFICIARIES]. Together we can make a difference in their lives! Thank you for your generosity and support.

With deep appreciation,

**Your name**

Designation

P.S. We depend on committed donors like yourself to run [NAME OF PROGRAM]. We’re grateful for any amount you can contribute towards helping [BENEFICIARIES] with [PROBLEM]!