



Foundation Name
Address Line 1
City, ST ZipCode

2018 Annual Fund

Month xx, 2018

Dear [Salutation],

I'm looking for some hometown heroes in [DonorCity]. Caring people like **you** who believe in standing with your neighbors.

Because it takes people like you to make our community the place we all want it to be.

So if you could make a special gift to support the [Local Foundation] 2018 Annual Fund, you will help our neighbors in a way that spreads out to the whole community and touches us all!

I know you care, because you've given before. Your generosity has already made a difference...

Your donation today of \$XX1, \$XX2, or maybe \$XX3 (any amount, really) will really help at [Local Hospital]. You'll help bring in the latest new life-saving equipment. You'll make the hospital more comfortable for patients and their visitors. You'll even help fund breakthrough research.

And amazing "little" things like therapy dogs, music therapy, and support groups that mean so much for people

Your gift is a way for you to stand with your neighbors when they need you...

As you know, being sick and in the hospital is hard. Sometimes you feel all alone, even in the best of circumstances. Your gift will help our patients not only get the best care ... but they'll know neighbors like you are

(over, please)



When you support our 2018 Annual Fund you make wonderful things possible at [local hospital]!

standing with them.

Who knows -- maybe one of the people you help will be someone close to you. Maybe even you yourself.

Your giving spirit is part of what it means to live here in our community. We look out for each other.

When you donate to the [local foundation] 2018 Annual Fund you save lives. You make life better (and longer) for patients in their time of need.

The doctors and nurses and all the medical professionals here at [local hospital] are totally focused on putting your generosity to work in the best way possible. So are all of us, from security guards to computer specialists to receptionists -- and that includes me. We're all partners with you in making [local hospital] the best possible place for our community.

Please send your gift now. We have neighbors who need a hero like you right now. You'll feel good about the difference you make.

Standing with you for a strong community,
[local signature]

[local title]
[local foundation]

P.S. I hope you can renew your support for our [Local Foundation] 2018 Annual Fund. Your caring kindness is a big part of what makes our community a great place to live!

P.P.S. Please -- write your check and send it back with the 2018 Annual Fund form in the enclosed envelope. You'll feel great about the difference you're making!

Or speed your gift to work even faster by giving online at [foundation giving page URL]!