



## Appeal Letter – Sample #1

Date

Name

Address

City, State, Zip

Dear [Name]:

For 50 years EveryNonprofit has created change in Orange County. **Last year, we mobilized thousands of volunteers to invest more than one million hours of service to our community!** (1,102,175 hours to be exact.)

Yet, opportunities abound.

96 percent of Orange County residents feel they “have the power” to make a difference... but less than one-third give their time.

35,000 people in Orange County are homeless – over 10,000 are children.

50 percent of elementary students have no exposure to art classes.

Yet, opportunities abound.

One day alone in January 2007, EveryNonprofit volunteers took over the Local Food Bank and boxed enough meals to feed 18,000 people.

*The Local Food Bank, a program of Neighborhoods Working Together of Orange County, would not be the organization it is today, would not distribute as much food and serve as many people as it does without the help of EveryNonprofit... Their efforts make a difference for our nonprofit, for our clients and for our communities.*

- Mary Chung, Director, Local Food Bank

As the fifth largest nonprofit resource center in the U.S., we work every day to bring people together to strengthen communities by mobilizing volunteer action and accelerating success in Orange County’s 2,400 nonprofit agencies. In addition, to managing volunteer projects, we provide nearly 100 nonprofit professional development seminars annually, including legal and strategic PR clinics; coach on how to start a nonprofit; offer business services to nonprofits; and consult on strategic planning and business planning. We build the capacity, provide infrastructure and support to Orange County’s nonprofits in order to strengthen our communities.

From homeless shelters and food banks, to senior centers and community green spaces, your contribution today will allow us to further mobilize volunteers and accelerate nonprofit success.

We hope you’ll join us and provide financial support!

Sincerely,

Natalie Smarten  
President & CEO

P.S. We invite you to connect with us, log-on to [www.EveryNonprofit.org](http://www.EveryNonprofit.org) and make a difference today.

Yes! I want to make a difference in Orange County:

- \_\_\_\_\_ \$2500.00 Provides backpacks, books and school supplies to a class of 1<sup>st</sup> graders with a story and the lesson of how to give and “pay it forward”
- \_\_\_\_\_ \$1000.00 Allows us to provide the Foundation Online Directory *free* to nonprofits to research all grants opportunities
- \_\_\_\_\_ \$500.00 Readies EveryNonprofit to be the primary volunteer responder during local disasters
- \_\_\_\_\_ \$250.00 Rents the school busses required to bring students to the Incredible Edible Park for a field trip on serving the community
- \_\_\_\_\_ \$100.00 Helps us recruit more than 1200 senior and baby boomer volunteers
- \_\_\_\_\_ other \_\_\_\_\_



## Appeal Letter – Sample #2

Date

Name

Organization

Address

City, State Zip

Dear [Name]:

As I write to ask for your renewed and special year-end gift, I see the contented faces of children positively impacted from your generous past support. I also see their continued struggle and pain—their tears on a pillow.

Michael used to cry himself to sleep almost every night, trying to drown out the screaming, drunken rages of his parents. Susie’s lack of self confidence over her large and awkward body was devastating to her social development, making her feel different and less worthy than anyone else.

Brandon’s disability prevented him from being a part of the fun and games after school with his brother and sister; and Caroline wept inconsolably in grievance for her beloved mother, whom she lost to cancer and misses dearly.

It’s hard to find comfort knowing how many children have cried themselves to sleep.

For hundreds of kids just like these, EveryNonprofit is changing those tears on a pillow to a strong shoulder to lean on through counseling and activities to make them strong.

Michael, 12, has found caring people who are helping him understand that it was not his fault that his parents left him. He is becoming a better student through his weekly tutoring, and John and Cathy, Michael’s mentors from our EveryNonprofit Cares Program, have filled the void of positive parental role models by building a relationship with him based on kindness and trust.

Susie, 10, is learning through our EveryNonprofit Lives Program that bodies come in every shape, and it’s up to each of us to take care of our own through a healthy and balanced lifestyle. Through her new nutrition and exercise habits, Susie is gaining self-esteem and an eager, wholesome spirit for life.



Brandon, 8 and diagnosed with autism, is now connected in a social circle of school mates through our EveryNonprofit Includes Program, where he benefits from a supportive caregiver who ensures his growth and development and ability to play with others.

Caroline, 6, is beginning to smile again—every Monday night, she finds healing through the EveryNonprofit Loves Program, where she and other kids who've lost a parent express and process their feelings, reaching grief adjustment so they can lead productive lives again.

EveryNonprofit paves a path for a brighter, stronger future by building strong kids, strong families and strong communities. But we can only do that through the generosity of people like you, who have been integral to our mission.

Can I count on you to help again? As a member of our Chairman's Roundtable, you have provided the leadership and commitment necessary to help our community's most at-risk children find a place to belong – to renew their enthusiasm, build character, and overcome obstacles on their journey to become thoughtful, active, and successful members of society, just like you!

Please, close your eyes for a minute, and imagine the transformation you can make in the life of a child simply by giving again during this holiday season. I am certain of the joy you'll continue to receive in return for the joy you give. You'll find an envelope for your convenience, but please feel free to call me if you want to learn more about the children we're helping through our programs.

Being new in my role, I'm eager to meet you personally to thank you for all the good things you have made possible for Orange County kids and families.

With warmest wishes for a joy-filled holiday season,

Natalie Smarten

CEO/President



## Appeal Letter – Sample #3

Date

Name  
Organization  
Address  
City, State, Zip

Dear [Name]:

**“Look what I got!”** exclaimed Anaheim first-grader Sebastian Lopez-Maldonado, as he opened his new backpack stuffed with school supplies, a book and a toy.

Last year, EveryNonprofit, in partnership with several companies and community volunteers, provided 2,610 low-income first-graders in 21 Orange County schools with backpacks as part of our annual **Educational Giving** program.

You helped make EveryNonprofit’s 50<sup>th</sup> Anniversary a year to remember with your special gift of \$3,000 last year that made programs like this possible.



With the holidays just around the corner, and an economic snowstorm far from melting away, EveryNonprofit has received 30% more requests from schools for this program already.

School budgets are in crisis, leaving no room for supplementing either the most basic of supplies or service-learning programs that inspire character and community involvement.

More than the tangible gift of supplies that enhance school performance for these first-grade students is the service-learning component that teaches these children that they can make a difference – no matter their financial situation.

Through **Educational Giving** students will have the opportunity to learn about cultural traditions of giving and examine ways they can give back to their school or community through service. Then they turn around and participate in a hands-on project to reinforce the experience.

Please, help us spread the joy of serving. **Educational Giving** provides a life-long lesson that everyone has something to give – and in today’s world this is a beacon of hope for the future.

Warm wishes for your health and prosperity,

Frank Schultz  
Board of Directors



## Appeal Letter to Volunteers – Sample #4

Source: Public Law Center  
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You are a member of an extraordinary team, the team of Public Law Center volunteers. You have demonstrated your dedication to providing access to justice for the disadvantaged in our community.

**Today, we ask you to demonstrate your dedication by donating to PLC's Access to Justice Annual Fund Drive.**

Your works in 2009 gave voice to the voiceless and hope to the hopeless. You helped:

- Tenants fight unjust evictions and uninhabitable conditions
- Victims of domestic abuse break the cycle of violence
- Non citizen victims of serious crime file petitions for immigration relief
- Elderly consumers get protection from predatory scam artists
- Children obtain stability in their family setting
- Persons living with HIV or AIDS gain peace of mind through resolution of their legal issues
- Strengthen nonprofit organizations so they can better serve the Orange County community.

Because you are one of our volunteers, you know that PLC's staff of expert advocates makes certain that our volunteers have the tools necessary to properly represent their clients. You've seen how our staff monitors cases from first contact until the case closes, provides training and substantive backup to volunteers and most importantly helps to make sure that access to civil justice is available to all.

**In order to ensure that our staff can continue to provide this important resource to you and volunteers like you, we need your support.**

PLC's work is life-changing for thousands of children, families, adults and seniors each year. They depend upon PLC for assistance in civil matters that threaten their safety and security in basic areas of living. And our volunteers depend on PLC to effectively and efficiently serve as the bridge between our clients' needs and our volunteers' willingness to help.

PLC depends on the generosity of individuals to offer help to those who otherwise would have no place to turn for access to justice. Last year alone, volunteers and staff provided \$10.5 million worth of free legal assistance. **Every dollar you invest is leveraged to yield over eight times the value in services - that's right, PLC provides \$8 worth of services for every \$1 donated.**

PLC is Orange County's only pro bono legal services provider. With your support, we make a world of difference to those in need. Please give to PLC's Access to Justice Annual Fund today!

On behalf of the Board and staff of PLC, but most importantly on behalf of our clients, we thank you for your commitment to justice.



## Appeal Letter – Sample #5

Source: Public Law Center  
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December 3, 2009

Letterheading  
Company for Label  
Address Line 1  
Address Line 2  
City, ST Zip code

Salutation:

What a year. When history looks at 2009 what will be remembered? Will we remember the gloom and doom of the worst economy since the Great Depression or the way we came together as a community to support those most in need?

**At the Public Law Center we'll remember the challenges, but we'll also remember how with your support we were able to respond.**

- The challenge of a record number of people seeking legal help coming to stand in line at PLC Community Legal Clinics.
- Our ability to expand our clinics, including doubling our legal clinics at Share Our Selves (SOS) in Costa Mesa so that we're available every week.
- The challenge of struggling families facing financial crisis and imminent foreclosure or bankruptcy.
- Our ability to create an evening in-house bankruptcy clinic so that clients won't have to take time off from work to get help.
- The challenge of recession related lay-offs, deferrals and down sizing in the legal community.
- Our ability to mobilize hundreds of volunteers, including 52 volunteers to serve in one day 115 low income Orange County residents as part of the first ever National "Celebrate Pro Bono" week.

As the demand for our services continues to grow, **PLC needs you to commit to our work with your financial support. With every \$1 you donate to PLC we are able to provide \$8 of free legal services to clients in need.**

Significantly more people turned to PLC for legal help in 2009. They sought help to face legal issues that involve essential human needs, such as protection from abusive relationships, safe and habitable housing, access to necessary health care, disability payments to help lead independent lives, family law issues including child support and custody actions, and relief from financial exploitation.

**That's why this year, your financial support of PLC is more important than ever before.**



**We thank you for your past contribution to PLC's Access to Justice Annual Fund.**

Your financial gift reinforced the funding needed for our staff of 14 lawyers, three paralegals and intake screeners and a number of others who ensure that PLC is here as part of the social safety net for low-income residents of Orange County.

Our staff reaches out to thousands of lawyers every year in an effort to connect them with the pro bono case – the case that – helps the immigrant mother of three stand up to the pattern of domestic abuse she has suffered for too long, fights for the elderly tenants whose landlord laughed when they complained about the rats, roaches, leaky roof and poor security, assists the person living with HIV/AIDS get their insurance benefits reinstated so they do not lose their home.

We acknowledge that the economy has been tough on everyone. The current economic crisis has pushed many families into poverty for the first time. **We know that the 'justice gap' will grow in 2010 unless you help to bridge that gap.**

Please answer this call for help, make your contribution today. Help ensure access to justice for all those who need PLC to help make their lives better.

Very truly yours,

Kenneth W. Babcock  
Executive Director & General Counsel

P.S. **You can send your check or credit card information in the enclosed envelope or go online now at [www.publiclawcenter.org](http://www.publiclawcenter.org) to make a secure donation.** You can even make your contribution on behalf of family or friends and we'll acknowledge your gift on their behalf.