

[Date]

[Custom Segmenting Greeting + Name/Title]

It's winter time in Western North Carolina; a time to reflect on the year and to spend time with loved ones as you celebrate Christmas. This time of year brings joy to many as homes are decorated, presents are wrapped and hot chocolate is enjoyed.

Unfortunately, to the clients of XYZ ORG, this time of year can bring very different feelings. Perhaps 2020 saw a parent losing their job, or there was an unexpected illness in the family or the income from a full-time job just hasn't been enough to provide basic necessities.

In many of these cases, there is a feeling of hopelessness. Purchasing food and paying the electric bill take precedent over purchasing Christmas gifts. In many Smith County homes, basic needs are not being met and the winter season only increases the sense of urgency as temperatures drop.

[insert client story/testimony/quote]

XYZ ORG exists to provide hope, help and healing to those most in need. In 2020, countless families have been helped through difficult times by donors like **you**. During this time of reflection, we are grateful to have seen many success stories. However, there are many additional needs that **you** can help with!

In 2020, your generous contributions have helped XYZ ORG provide medical care for 1,243 people, fill 19,047 prescriptions and distribute 9,804 carts of groceries! We have been able to do this because of the faithful donations of people like **you**.

Although much has been done, the need remains great. With over 23,000 people living below the poverty line in Smith County, XYZ ORG's services are in demand now more than ever.

Helping to care for those in need in our community is a significant responsibility and XYZ ORG needs your help to make it happen.

[insert quote]

Your support will help provide stability in a difficult time for our clients with limited options. **You** can directly impact the lives of your neighbors in our community. **You** can ease burdens and provide a hand up to help get someone back on their feet.

Would you please consider sending a donation today?

- Your gift of \$50 will help ensure access to health care through our medical and dental clinic

- Your gift of \$75 could provide 366 cans of non perishables for our food pantry to distribute
- Your gift of \$150 could help provide 185 life-saving prescriptions through our pharmacy

At XYZ ORG, our goal is to serve every person in need that walks through our doors. As you look forward to the coming year, would you help provide hope for others in 2021?

[Sincerely, etc.]

[Signature]

Printed Name & Title

[P.S.]