

**FACETS OF FUNDRAISING
“MEDIA PITCH LETTER”**

(Date)

Dear Editor:

Weddings, anniversaries, birthdays, and just-because-I-love-yous. As part of the (city) community for (#) years, (company name) has been proud to share so many special moments with local residents. Having seen the smiles and the tears (the good kind), we know that there is nothing more joyful, personal or meaningful than a new piece of jewelry. We also know that all of us can do more to spread this warmth. That is why we are partnering with Jewelers for Children (JFC), the jewelry industry’s charity, and our loyal customers to provide special gifts of love to children in need.

(Brief description of fundraising program and call-to-action)

Overwhelming supported by the jewelry industry, the JFC has distributed more than \$30 million to worthy children’s charities since 1999. The four largest beneficiaries of JFC’s programs and funds are the Make-A-Wish Foundation of America, which grants the wishes of children with life-threatening illnesses; the Elizabeth Glaser Pediatric AIDS Foundation, which works to fund and conduct critical pediatric AIDS research; St. Jude Children’s Research Hospital, which is dedicated to the conquest of catastrophic diseases afflicting children; and the National CASA (Court Appointed Special Advocate) Association representing more than 70,000 local community volunteers who are appointed by judges to advocate for the best interests of abused and neglected children. JFC has also funded a wish-granting program in India, since 2002, in conjunction with the Make-A-Wish Foundation International. In 2006, funds were also distributed to the Starlight Starbright Children’s Foundation, the Association of Hole in the Wall Camps and the Jason Program and in 2007 Autism Speaks and Santa-America were added. And in 2008, the JFC announced its support of the Juvenile Diabetes Research Foundation.

When children receive love and support, the brilliance of their smiles outshines even the most brilliant piece of jewelry. Their stories inspire us to make a bigger difference. Jewelry is, at its essence, a gift of love, and we are aware of the tremendous impact we can have on children’s lives, both locally and nationally. Often overwhelmed by the boundless generosity of our customers, we hope to galvanize that giving spirit with (name of program). We encourage you to visit our store and experience (name of program) first-hand. We have no doubt that you will take great pride and satisfaction in the selflessness and compassion of our community.

I will contact you shortly to follow up and discuss this story in more detail. In the interim, please feel free to call me with questions.

Regards,