

FACETS OF FUNDRAISING
“SAMPLE CUSTOMER APPEAL LETTER”

(Date)

Dear (valued customer):

A piece of jewelry can be a gift of love to celebrate weddings, anniversaries, birthdays, and just-because-I-love-yous. And we at (name of company) have been honored to share so many of these special occasions with you. Now, we invite you to give a gift of love for a child in need. Beginning (date) our store will host (name of program) to support the Jewelers for Children in their efforts to help children whose lives have been affected by catastrophic illness or life-threatening abuse and neglect.

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

Founded in 1999 by the U.S. jewelry industry with the mission of helping children in need, the Jewelers for Children (JFC) has distributed more than \$30 million to worthy children’s charities. 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 also supports the Make-A-Wish Foundation International, the Santa-America Fund, Autism Speaks and the Juvenile Diabetes Research Foundation.

We hope you will consider participating in this special Jewelers for Children program to help children in need. We are grateful for your continued patronage and look forward to seeing you soon.

Best regards,

(company representative)

P.S. As a special thank you for supporting our JFC program, please enjoy our (complimentary service or coupon offer) with our compliments.