

<ORGANIZATION LOGO>

<DATE>

Dear <PERSONALIZED> ,

Will you help us to be there for the animals we love in these difficult times?

At this time of great worry and uncertainty for us all, I sincerely hope that you and your loved ones are in good health. In terms of <ORGANIZATION>, I can assure you that we are following government advice and have put strict measures in place to protect staff and everybody they come into contact with – while also ensuring that the animals in our care continue to receive everything they need.

While health and wellbeing are our first priorities, we must also consider the financial implications of the virus on our organization. We're anticipating a significant drop in income from operations. As an organization that depends on your generosity to feed and care for animals, we're deeply concerned about how this will affect the animals who depend on us.

That's why I'd like to ask you, <PERSONALIZED>, if you would consider helping us through these uncertain times by giving <AMOUNT> to support our mission?

IF YOU CAN, PLEASE SEND A GIFT TODAY

The wonderful thing about animals is their ability to provide us with joy and unconditional love – something that becomes even more valuable in times like these. If you are fortunate enough to have a pet with you at home, please do give them an extra cuddle on behalf of all of us at <ORGANIZATION>. And if you can, it would be wonderful if you felt able to help us so we can be there for the animals that so desperately need our love and care.

With my thanks and very best wishes for the good health of you and your loved ones,

<NAME>

<TITLE>

P.S .You can give now by visiting our secure web page, calling, or sending a check to <ORGANIZATION>
Thank you for your understanding.

<ORGANIZATION>

<ADDRESS>

<PHONE>

<WEBSITE/DONATION PAGE URL>