

ForImpact

Context: Letter to existing supporter, inviting for a tour and visit

Dear Lisa:

Fifteen years ago, Service Org was founded to transform the lives of disadvantaged women and children in the Western Valley region. Thanks, in part, to your support, Service Org has changed thousands of lives. Last year alone, Service Org impacted more than 400 women and children, including:

- Helping 62 women and 140 children out of homelessness.
- Serving 177 women and 46 children through our Education Program.
- Helping 63 women attend a post-secondary education program.

As a community leader and Family Supporter, you have transformed lives. You have also been a catalyst for community support. In 2002, you provided seed money for us to start a leadership giving program—The Leadership Society—which recognizes individuals and families that invest more than \$1,000 in Service Org each year. I'm proud to share with you that we had 132 members last year. Going forward, we will continue to benefit from the strong relationships forged through the Leadership Society program.

As Service Org celebrates its 15th anniversary, we believe that we are poised to create more success stories than ever. Now is a time of reflection, transformation, and tremendous opportunity; we are embarking upon a plan to increase the quality and scope of our services. Simply put, we have an opportunity to help more women and children but it will take the involvement and support of the community.

I want to extend a personal invitation to have you join us for a brief tour of our Education Program, to see the impact in action and discuss how you can help us in this next chapter. I will be calling you in the next few days to see when you could visit. It is important to us that we share our vision and invite you to be a part of our 15th Anniversary Campaign Initiative. We truly value your leadership support.

Thank you in advance,

Amy Marcus
Executive Director, Service Org