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**EMAIL TEMPLATE ASK FOR SECOND 2020 DONATION**

Hi Aubrey,

I think it was a few months ago when we last spoke, while I was fundraising for the YMCA Annual Campaign. When the pandemic threat suddenly hit our area and we all had to stay put, we figured that people needed time to adjust and wouldn’t be interested in donating to the Y. So, we put the campaign on hold temporarily.

However, over the past few weeks, we have learned that there are many people looking for ways to help others who have been hurt by the crisis our community is facing. Earlier this year, you showed your support for the Y with your $\_\_\_\_\_ gift and I want to thank you again for that. During critical times like this, you understand how important it is for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (example: kids to be safe, fed and nurtured).

Even though the YMCA branches have been closed, the Y has provided services to help our community to stay strong during this critical time. That’s because the core of the Y is not buildings. It’s a group of people that we can depend on to take action when the community calls. Below are examples of some of the programs the Y is offering that are helping to strengthen our community:

* **Emergency child care for healthcare and other essential services employees**
* **Free meal access for neighborhoods with food insecurities**
* **Addressing social isolation by reaching out to older adults and offering friendship and support**
* **24/7 crisis intervention to prevent vulnerable teens from becoming victims of violence or trafficking**

Just like other non-profits, the Y has suffered financially from this situation through lost program and membership income. When we are able to leave our homes and get back to work, the Y is going to be needed more than ever. So, I’m reaching out to see if you are able to make an additional gift to the Y right now, to help with needed programs and ensure that the Y is ready to open their doors and help people who are concerned about social disconnectedness and poor health.

Here are some examples of how your additional gift will help:

**$50**      Helps an isolated older adult feel connected through a telephone

 conversation.

**$130**    Gives 1 child one week of summer day camp filled with learning, friendship

 and positivity - allowing parents to work worry free.

**$250**    Provides 1 child with one week of all day care led by nurturing role models

 who structure activities, give healthy snacks and help with schoolwork. **$350**    Prevents 1 youth from becoming a victim of violence or trafficking

 through the Safe Place Program.

**$500**    Feeds 150 hot meals to children and families with hunger insecurities.

Working together we will all become stronger, and more connected which will move us all forward. Now more than ever, we need financial support so that the Y can continue these critical programs.

Donor support will help the Y stay strong while the branches are closed and reopen with strength to meet the needs of the community. Please consider an additional tax-deductible gift by donating online at [fwymca.org/donate](https://www.fwymca.org/support-y/donate%22%20%5Ct%20%22_blank).

Thanks Aubrey. I appreciate your time. Give me a call if you have any questions.