

**Taura Mizrahi—Sample Appeal Letter
The Write Approach 310.282.8177**

May 9, 2005

Ms. Taura Mizrahi
The Write Approach
9663 Santa Monica Blvd., #939
Beverly Hills, CA 90210

Dear Ms. Mizrahi,

I am writing to you on behalf of an organization about which I feel very strongly, the Boys & Girls Clubs of Santa Monica. At the Boys & Girls Clubs, we offer the children in our community outstanding clubs with a dedicated and experienced staff, a safe and welcoming facility and a range of appealing and effective programs.

This year, we have a special effort, called ***It Just Takes One...The 2005 Annual Campaign for the Boys & Girls Clubs of Santa Monica***. We know that it takes just one caring adult to make a lifelong impact on the character of a child. Concentrating on children from disadvantaged circumstances, we offer a sense of belonging and the tools to make positive choices to each child who comes to our club.

Scott is a perfect example of how your efforts can make a meaningful difference in the life of a child. Scott came to the club with much turmoil in his life. With an absent father and a working mother, Scott was headed down a destructive path. Since he has joined the club, he has improved in school, has a heightened social conscious, and plans to attend college next year. He has set an example that has caused even his own father to turn his life around. The two now enjoy a flourishing relationship.

We purposely keep dues low at \$10 per year so that all children ages 7-18 will have the opportunity to join. By making a financial contribution to our club, you can help create an opportunity for a young person such as Scott to develop relationships with caring professionals and to experience programs that build character.

I respectfully request that you consider investing in the life of a child with a gift to the ***It Just Takes One...*** Annual Campaign. Funds raised in this campaign will be used for general operating expenses and are necessary to run a successful and effective organization. Your generous financial commitment will help kids like Scott develop confidence and nurture hope.

Let's join together as one and insure the future of today's youth.

Thank you,

John Smith
Member, Board of Governors