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Fundraising Fundamentals for your busy schedule
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SAMPLE BOARD MEMBER APPEAL (followup)

Dear fname:

I'm touching base with you today to find out if all is well. Last (date) we made an open appeal to the board and I've just noticed that we have not heard back from you.

fname, I hope that it's not that you don't feel appreciated. Frankly, your experience and participation is crucial to XXXX's success. I hope, also, that all is well in your life and that you are still a supporter of our work.

If it's just an oversight that you have not yet responded, please send your gift in the enclosed envelope. And if there's any adversity going on in your life please do let us know so that we can be there to support you as you've supported us.

I know I can count on you. Please return the enclosed envelope with your gift by [date].

And to make it easier on you, we've implemented a way that you can give a little, to give a lot! How does \$10 or \$25 or even \$50 a month sound? Simply go online and click donate. Then select the option to give a monthly gift to XXXX.

You're awesome, fname. Thank you.

Sincerely,

PS: Won't you make out your check today so that XXXX can proudly say "100% of the Board of Directors of XXXX gives."