

Coronavirus

UPDATE

From the desk of:

(Open by inquiring into your donor's well-being) **In the midst of what can only be called surreal times, I hope you're staying safe and well.**

When I prepared your enclosed newsletter/fundraising appeal/invitation/etc. I never imagined I'd be sending it to you in the middle of a global pandemic. Like you, I thought we'd be in the middle of our usual activities. We were looking forward to..._____.

But life threw us all a major curveball. So, as a valued supporter, I'm writing to let you know how ORG has adjusted.

Here is where you summarize in two-three short paragraphs or bullet points your organization's efforts to continue serving throughout COVID-19. Be transparent, be vulnerable. Let supporters know that staff is continuing to be paid, people are continuing to be served. What's the status of volunteers? How can donors help?

Infuse your *Update* with gratitude — let donors know that their past support plays a major role in keeping your good work going.

Thank you for helping us to continue to create community and give this support to the young people we serve -- even in the middle of a global pandemic!

Close with reassurance. **“We are going to get through this because of you. Your resilience. Your faith. Your humanity.”**

Find out if there's anything you can do for your donor. **“Please let us know if there is anything we can do for you.”**

