

Annual Appeal Sample Email Communication (courtesy of Sean Wilder) Highlighted sections require annual updates.

Hi _____,

I hope all's well. As you may know, I am proud to serve as a board member for Good Sports, a national nonprofit organization that strives to ensure that all kids have access to play. Back in 2003, six founding members joined together and laid the groundwork for Good Sports. They were troubled by the cost barriers in sports for children in need and began to develop a solution: building a bridge between sporting goods companies and the incredible youth organizations giving children a chance to play.

2024 has been an incredible year for Good Sports This has been a huge year for us at Good Sports as we are celebrating 20 years of service, and just last month we passed the \$100 million milestone of brand-new equipment, apparel, and footwear donated to youth organizations serving children in high need communities across the country! Through all these equipment donations there have been countless stories of the need and impact of the work: heartache of hearing the story of two sisters sharing a single sports bra; motivation as the recession and pandemic impacted our most vulnerable families the hardest; joy when youth we serve go on to achieve academic success and head off to college. Through all this, Good Sports' vision has remained clear: play belongs to all children. – this paragraph needs to be updated to reflect 2024.

While it's clear that these milestones are reasons to celebrate, many children are still in need of our support. We are excited to launch our annual 4th Quarter Campaign. It costs us about \$20 to support one child. Our goal is to raise \$1.5M during this campaign, allowing our team to reach an additional 75,000 children in need with new sports equipment, apparel, and footwear.

I would love it if you would consider a gift to help us raise these critical funds before the clock runs out in 202X. To contribute, please visit <https://www.goodsports.org>

Thanks so much for your consideration and support!

(Customize your sign off here)