Date

Name  
Address  
City, State ZIP

Dear Salutation,

Strong opening sentence or quote.

Program description

Personalized story

Use the word YOU, You can make a difference, Your support will, You can change lives like previous donors helped to change XYZ Client’s life.

I hope that you will consider making a gift of (insert total) to the Urban League to support our programs.

Sincerely,

Name

Title

p.s. – Your support of the Urban League helps people like client xyz every day to better their lives. Make a gift today to help us change the lives of even more people.