



Helping nonprofits attract donors + grow revenue

## LAPSED DONOR LETTER SAMPLE

*This lapsed donor letter was written by Jen Viano for STOP Foodborne Illness to help attract support once again from donors whose last gift arrived 12-36 months ago.*

August 15, 2013

Dear John,

### **We miss you and we want you back!**

John, you've been a past supporter of STOP Foodborne Illness, and I want to give you a great big thank you once again for the personal investment you've made in furthering our work to prevent foodborne disease and save lives.

But, I'm worried because I haven't heard from you in awhile. So, I wanted to reconnect with you today and let you know something important:

### ***You and your support are vital to ensuring that STOP can continue and grow everything we do to advocate, assist people affected and build awareness.***

And, in this 20<sup>th</sup> Anniversary year for STOP, we need you more than ever.

With your help along the way, we've certainly made great strides in improving food safety over the years. But, still today there are too many children, mothers, fathers, sisters, brothers and loved ones getting sick, suffering and dying from foodborne illness. This year in America, 3,000 people will die and 1-in-6 will get ill from food poisoning.

### **But, you can help us change that.**

Your gift of \$150 in 2011 was instrumental in helping STOP.

Your devoted board, staff and countless volunteers at STOP used your donation to answer the call from thousands of frightened victims and family members looking for support; give speeches and shake hands at food safety conferences; organize dozens of visits to Capitol Hill to make the voices of our advocates heard; send daily e-Alerts on food recalls and outbreaks; and much, much more.

### **Your support again this year — at \$150 or any amount you feel inspired to give — would be deeply appreciated.**

And you can feel confident that I'll put your gift to work right away on urgent progress we need to make on ambitious food safety goals we've set in in our 2013 – 2018 Strategic Plan.

Without you — and many other friends we count on for financial support each year — we can't do as much as we'd like to make sure that the food you, your family and all of us sit down to eat every day is free of pathogens that cause unspeakable pain, suffering and death.

John, today I hope you'll give me the chance to welcome you back to STOP's donor family by making a donation with the enclosed envelope or by giving at [www.stopfoodborneillness.org](http://www.stopfoodborneillness.org). Thanks for considering another gift to STOP, John. I'm waiting over here with great anticipation!

With high hopes and much gratitude,

*[handwritten signature and personal note]*

Deirdre Schlunegger, CEO

P.S. Enclosed you'll find the story of Milton Ploghoff, one of our close friends who also hopes that you'll join with him in support of STOP. **Please make a donation today so we can help prevent deaths like the tragic one of his wife, Zella, from happening to others.**

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