[Insert Letterhead w/ campaign branding]

Dear <insert name>,

YOU are our hope. For so many, this has been the most challenging time in our existence, and that holds true for the youth that the Junior Arts Forum of TRUST serves. But we know, with you on our side, we can help them hold on to hope. Due to COVID-19, we had to take ALL of our programming to a virtual format. With 98.7% of our students coming from low-income families, they experienced significant barriers to access which made this process extremely challenging. With our amazing mentors, staff, and supporters like YOU, we were able to provide repurposed laptops to our students and the supplies they needed to participate in their classes.

TRUST has big goals for 2021 and we want YOU to be a part of it. Now that our facilities are reopened, with proper safety precautions in place, we are currently able to serve 30 students at a time. This is only half of our usual capacity of 60 students per session. The need in our community to provide a creative and safe outlet for children afterschool has only increased. You can support these children and their families by providing them with the tools they need to be successful in life!

With your help today we can provide more opportunities and possibilities! The Junior Arts Forum of TRUST has a goal of raising $100,000 in the next 4 months. If that fundraising goal is met, the Junior Arts Forum will not only be able to continue to offer this service to the Austin youth community, but will be able to expand from accepting 30 students per year to accepting 50 students per year. Our two year program will then create a group of 100 students that TRUST can accommodate and share this creative outlet and learning experience.

Please show your support by sending in your remittance envelope or going online to [www.trustatx.org](http://www.trustatx.org) to help us expand our program and serve our community. We are asking you to take action today. To think beyond your typical gifts and consider how you, <insert name>, can make a huge positive impact on the at-risk youth that are in need. Give your time, give your talents, give your treasures, and give big.

**With your gift, you are positively impacting the children of our community** byproviding an opportunity to give at-risk children an artistic outlet that they may not be receiving in school, allowing them to explore new activities including painting, photography, theater, cinematography, and drawing. Is there any more precious gift that can be given? Thank you for helping the Junior Arts Forum of TRUST bring hope and change to so many children's lives, and to ultimately make Austin a better place for us all for years to come.

**I can’t wait to spread the word about the hope I know you are committed to bringing!**

Sincerely,

<handwritten signature>

<CEO, Executive Director, or Board Chair’s Name>

<Title in association to the organization>

**P.S. We TRUST you will make a huge difference in the lives of our Junior Forum youth! Don’t forget to make your gift today.**