



Year-End Appeal Kit: Northside Supper Table

SAMPLE: fictional data Northside Supper Table is a fictional community meal program. Bracketed fields are where a real client's own numbers go; we never invent impact figures.

The letter (page 1 of 2)

Dear [First name],

Ms. Ruth sits at the same table every Tuesday. Corner seat, back to the window, where she can see the door.

The first night she came in, she told our volunteer she wasn't hungry. She was there "for the company." She ate two plates. Since then she has not missed a Tuesday, and last month she started showing up an hour early to fold napkins.

That is what a hot meal does on Tuesday night in [neighborhood]. It feeds people. And it gives them a reason to come back, a place where somebody knows their name.

This year we served [number] meals. Next year, we want to keep every table open, all [number] nights a week. Rent and food costs went up [percent] this year, and right now we are [amount] short of what it takes to get through winter.

Will you help keep Ruth's seat at the table?

- **\$(amount A)** covers a full Tuesday night of hot meals for one table.
- **\$(amount B)** stocks the pantry shelf for a week.
- **\$(amount C)** keeps the lights on and the doors open for a month.

Whatever you give before December 31 goes straight to the kitchen. [Optional: A board member has offered to match gifts up to \$[match], so your gift does twice the good.]

Thank you for being part of this table.

[Signer name]

[Title]

P.S. Ruth asked me to tell you the cornbread is better than it used to be. She is right. Give at [short URL] or use the enclosed envelope by December 31.

Email 1 of 4: Giving Tuesday (Dec 1)

Subject: Ruth's seat on Tuesday

Preview: She said she wasn't hungry. She ate two plates.

[First name], every Tuesday Ms. Ruth takes the corner seat at Northside Supper Table... [continues in 120 words, one ask, one button: "Keep a seat open"]

Email 4 of 4: Dec 31

Subject: Tonight at midnight

Preview: One last chance to count this gift for [year].

Short, warm, one button. Sent from the executive director's name.

Reply device

Line	Copy
Header	Yes! I want to keep a seat at the table.
Ask string	\$(A) / \$(B) / \$(C) / \$(D) / Other \$_____ (built from the client's own average gift)
Monthly	Make it monthly: \$[monthly] a month keeps one table open all year.
Fine print	[Legal name] is a 501(c)(3) nonprofit. EIN [EIN]. Gifts are tax-deductible as allowed by law.

Why it is built this way

- One person, one moment, one ask. The story comes first; the numbers back it up.
- Gift amounts tied to concrete things the donor can picture.
- A P.S. that repeats the ask, since many readers skim to it.
- Every number is the client's own, from their records or Form 990. If a number is not verified, it does not go in.