**Make your gift to the Jewish Federation of <<NAME>> by December 31, and it will be matched by 50%.**

Dear <<NAME,>>

Thanks to the incredible generosity of donors like you, Jewish Federations across the continent have been among the first to respond to the COVID-19 crisis.

Right here in our community of <<CITY>>, your gift of <<$XXX.XX>> helped supply PPE to healthcare workers who take care of many of our most vulnerable seniors both in their homes and in our senior residential centers. And it was because of your generosity that we were able to deliver food and medicine to hundreds of our community members who otherwise would have gone without them.

But right now, due to the current economic crisis, an estimated 1.2 million Jewish adults across the United States, <<INSERT LOCAL DATA>>, will soon be unable to afford housing,1 and millions more will be unable to feed their families – unless we find the resources to fill the gap to support the unmet needs.

That’s why The Jewish Federations of North America (JFNA) in partnership with <<INSERT FEDERATION NAME>> is launching the **Human Services Relief Matching Fund** – a campaign to raise 54 million dollars throughout the Federation system to increase our efforts across the nation and right here in <<LOCATION.>>

**Every additional dollar2 you give from now until December 31, 2020, will be matched by 50%.**

This means, your $10,000 donation today becomes $15,000. Your donation of $100,000 today, becomes your gift of $150,000. If you give $200,000, that gift is worth $300,000 and so on. That is real change.

Just imagine what this 50% match means in human terms. If $100,000 can enable 20 families to keep a roof over their heads, then the 50% match to your gift will enable an additional 10 families to keep their homes. If your gift would normally feed 100 children for a month, then it will now feed 150 children.

**Your gift will go to fill 50% more of the most critical human needs – and for every need, there is a personal human story.**

Your gift will enable us to help 50% more people in our community like Anna,\* the single mom of a seven-year-old daughter, who through no fault of her own, found herself unemployed due to the COVID-19 crisis. As Anna put it: “I didn’t know how I’d be able to pay bills and put food on the table, with no end in sight. Thankfully, I was able to turn to Federation and now feeding my daughter and keeping a roof over her head is no longer one of my worries.”

**As Anna said: “Words are not strong enough to express the extent of my gratitude.”**

And there are no words to express the extent of our gratitude for your continued generous support – particularly at this moment when so many in our community are in critical need.

Please feel free to contact me at your earliest convenience to learn more about the Human Services Relief Matching Fund and how you can take advantage of this matching opportunity while it is available.

**Sincerely,**

**<<NAME, TITLE>>**

**<<PHONE NUMBER>>**

**<<EMAIL>>**

**PS:** Remember, you have the power to help 50% more people in our community with housing, food, medical care, and assistance with mental health issues ­­– but to make this happen, you must make your gift by December 31, 2020.

1 The estimates are based on a compilation of surveys from March-June 2020 from the following organizations: Pew Research Center, US Census Bureau, NORC at the University of Chicago, American Enterprise Institute, Axios-Ipsos, Kaiser Family Foundation, and USC Understanding America Survey.

2The fund is intended only for gifts that are over and above previous donations. The HSMRF funders’ intent is to spur and incentivize increased giving for the benefit of human services.

\*Anna is a pseudonym.