



# Sample Passover COVID-19 (Coronavirus) Direct Mail Appeal

Passover direct mail appeal to donors <\$1000, changed to acknowledge coronavirus (COVID-19)  
and to show Jewish Federation's unique position to respond

Dear [SALUTATION],

It is said that the prophet Elijah's presence helps people in need. Each Passover, we open our doors and invite him to drink from a special cup on our Seder table — a cup to remind us of the times we received help. It also serves to inspire us to follow his example.

In times like this, with a virus threatening our community, everyone needs even more help. For hourly workers who do not have a paycheck, people with children at home who need to provide childcare, homebound seniors, and anyone else struggling with the repercussions of this virus, the Jewish Federation is here.

This is the moment when, with your help, the [FEDERATION NAME] best serves our community. As the heart of [COMMUNITY], the [FEDERATION NAME] gathers and shares information for our community, coordinates the response, and helps our agencies communicate with each other — all with the end goal of helping to keep you healthy and safe.

The Community Campaign is THE best way to support our community. Your dollars will enable us to provide the maximum amount of assistance at a time when the needs are greater than ever. Today is your chance to help. With a single donation, the [FEDERATION NAME] can continue to meet critical needs both current and emerging. Ensure the safety and health of those around you and the needs of our Jewish community. Please help, if you can, by giving [ASK] to the Community Campaign today.

Your gift will positively impact the future of [COMMUNITY]'s Jewish community, and you will join the incredible network of caring individuals and organizations that make [COMMUNITY] so special.

Our community is Stronger Together and stronger with you in it!

Wishing you good health,