

THE AMERICAN RED CROSS – MT. BAKER CHAPTER
OUR COMMUNITY NEEDS THE AMERICAN RED CROSS.

AND WE NEED YOU.

Dear Marie,

This is a draft direct mail fundraising appeal for a non-profit management class at Western Washington University.

Devastating disasters are rarely predictable. A home can be destroyed in a matter of minutes leaving a loving family feeling hopeless. A community can be broken down and destroyed with no warning when a natural disaster, an earth quake or a hurricane, hit unexpectedly. When disasters around the world strike, the American Red Cross is there to support, to respond, and to encourage hope.

You and I both know, hurricane Sandy is becoming a real threat to the East Coast. Communities and families are working with their local chapter of the American Red Cross to get prepared. Around the nation, chapters of the American Red Cross are gearing up and getting ready to respond. The Mt. Baker Chapter is already preparing a group of volunteers to travel to New York and surrounding areas affected by hurricane Sandy, and respond in any way we are needed.

I'm sure you know, the focus of our work is reflected by our community's need. The Mt. Baker Chapter of the American Red Cross provides emergency services for Whatcom County and Skagit Valley. Today, we provide a number of services to communities:

- **Disaster Relief**
- **Health and Safety Education**
- **Armed Forces Emergency Services**
- **International Social Services and**
- **Volunteer & Youth Recruitment and Training.**

We raise 100% of our budget each year, and it's only possible because we depend on people like you -- **you are the backbone of our organization.** We rely on the generosity of our community to help us carry out our mission and save the lives of people in communities near and far.

When individuals and families are forced to face with the most difficult crisis of their lives, with your donation, we will always be there to respond, support, and care. **Your involvement will benefit the community in a big way, by allowing us to continue to prepare for and to serve when a disaster strikes.**

We save lives, and so can you.

When you donate to the Mt. Baker Chapter of the American Red Cross,

You are ensuring Whatcom County and Skagit Valley are have the resources to be prepared in case of a tragic disaster.

You are allowing us to be there for families and individuals when they are being faced with a crisis.

You are making it possible for us to respond when a disaster hits across the world.

You are making a difference in the lives of people worldwide.

Even a small contribution can affect the world. So, what are you waiting for? You can make a difference today.

Sincerely,

Amber N. French
Financial Development Intern
American Red Cross - Mt. Baker Chapter

P.S. With your support, the Red Cross is here every day to support, encourage, and respond when a devastating disaster affects a life.