**SAMPLE SOLICITATION LETTER**

Dear \_\_\_\_\_\_\_\_\_\_,

Season’s greetings! The holidays are a time to make happy memories with family. Unfortunately, there are nearly [INSERT NUMBER OF CHILDREN BEFORE THE COURT] children in [COUNTY/CITY/STATE] who are not experiencing joy this holiday season. They are in the foster care system because of abuse or neglect. They’re attending court hearings, adjusting to new foster homes and transitioning to new schools. That’s a heavy burden for a child to carry alone.

A [court appointed special advocate (CASA) OR guardian ad litem (GAL) volunteer—DEPENDING ON WHAT THEY ARE IN YOUR PROGRAM] will be a caring, consistent adult for a child who’s experiencing the loneliness and uncertainty of foster care this holiday season. With a dedicated volunteer, these children will have an adult by their side to speak up for their best interests in the courtroom and community, and to help them find the road home, wherever it lies. By holding the overburdened foster care and court systems accountable, [CASA or GAL] volunteers make sure that every child has the opportunity to heal and thrive.

We are part of a nationwide network of 87,000 trained volunteers who serve more than 280,000 children across the country who have experienced abuse or neglect. On any given day this holiday season, [INSERT NUMBER OF VOLUNTEERS FOR YOUR PROGRAM] volunteers are showing [COUNTY/CITY/STATE]’s most vulnerable children that they are special and there is hope for a brighter future.

But we’re not done. With your support, more children can thrive. We at [PROGRAM NAME] are determined to make sure every child in our [county/city/state] who has experienced abuse or neglect has the opportunity to thrive in a safe and loving home. Your generous support makes our work on behalf of these vulnerable children possible. Please consider making a gift to support our growth in 2018.

Happy Holidays to you and your loved ones. I wish you peace and joy in the New Year.

Warmly,

[PROGRAM EXECUTIVE NAME]

[TITLE]

[PROGRAM NAME]

**SAMPLE DIRECT MAIL POSTCARD**

**Side 1**

**Copy: Because of YOU**

**Side 2**

**Headline: We can serve more children in 2018**

**Body text:**

The holidays are a time to make happy memories with family. Unfortunately, more than XXX children in our [community OR state] aren’t experiencing joy this holiday season. They’re attending court hearings, adjusting to new foster homes, and transitioning to new schools. That’s a heavy burden for a child to carry.

A [Court Appointed Special Advocate (CASA) or guardian ad litem (GAL) volunteer – depending on what they’re called in your program] will be a caring, consistent adult for a child who’s experiencing the loneliness and uncertainty of foster care this holiday season. With a volunteer dedicated to their case, [COUNTY/CITY/STATE]’s most vulnerable children will have an adult by their side to speak up for their best interests and help them find the road home, wherever it lies. With your support, more children in [INSERT CITY, COUNTY, OR STATE] can thrive in 2018.