**SAMPLE EMAIL**

For 67 years, fire departments have raised millions of dollars for the WHAS Crusade for Children, which distributes funds to schools, hospitals and organizations that provide critical services to children with special needs across Kentucky and Indiana. Traditionally, Crusade Weekend is the first weekend of June. However, due to COVID-19, it has been postponed to August 8th & 9th. **We are asking you for a special favor this year.** More than ever, Crusade funding to its partner organizations is extremely critical, as everyone has been financially impacted by the COVID-19 pandemic. Fire departments typically raise 50% of the annual Crusade tote board, but with social distancing in place this year, departments are limited in what they can do to continue this important effort. We want to make sure the children and families impacted by Crusade dollars do not suffer a loss of services.

We know that you, too, have likely been financially impacted by COVID. If you are able, we ask that you please join our campaign and help us reach our goal of **$xxxxx** for the WHAS Crusade for Children. We need you to tell your friends and family members about the important impact the Crusade makes for our youngest neighbors.

Giving to the Crusade and crediting **{INSERT FIRE DEPT. NAME}** has never been easier! You can continue the traditional method of giving by mailing a check to the WHAS Crusade for Children, located at 520 W. Chestnut St., Louisville, KY 40202. Or, you can give virtually in a variety of easy ways:

* Donate online at [www.whascrusade.org](http://www.whascrusade.org). Be sure to list our fire dept. to receive credit!
* Text CRUSADE to 50155 to give securely via your cell phone. You will have the option to credit our fire dept.
* Venmo a donation @CrusadeForChildren and list our fire dept. in the *comment* section.
* CashApp a donation $CrusadeChildren and list our fire dept. in the *note* section.

If you have any questions or would like more information, let us know **{add your contact info}**. Thank you for your generosity during this very unique Crusade season!

**SAMPLE LETTER**

**(If you need a spreadsheet with your previous donor address information, please email Janene Hickerson at jhickerson@whas11.com)**

Addressee

Address

City, State, Zip

Dear (Salutation),

For 67 years, fire departments have raised millions of dollars for the WHAS Crusade for Children, which distributes funds to schools, hospitals and organizations that provide critical services to children with special needs across Kentucky and Indiana. Traditionally, Crusade Weekend is the first weekend of June. However, due to COVID-19, it has been postponed to August 8th & 9th. **We are asking you for a special favor this year.** More than ever, Crusade funding to its partner organizations is extremely critical, as everyone has been financially impacted by the COVID-19 pandemic. Fire departments typically raise 50% of the annual Crusade tote board, but with social distancing in place this year, departments are limited in what they can do to continue this important effort. We want to make sure the children and families impacted by Crusade dollars do not suffer a loss of services.

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Giving to the Crusade and crediting **{INSERT FIRE DEPT. NAME}** has never been easier!

* Mail a check in the enclosed envelope to:

WHAS Crusade for Children

520 W. Chestnut St.

Louisville, KY 40202

(Please add our fire department to the memo line)

* Donate online at [www.whascrusade.org](http://www.whascrusade.org). Be sure to list our fire dept. to receive credit!
* Text CRUSADE to 50155 to give securely via your cell phone. You will have the option to credit our fire dept.
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If you have any questions or would like more information, let us know **{add your contact info}**. Thank you for your generosity during this very unique Crusade season!

Sincerely,

Name

Title

Fire Department