(Insert date)

Dear (insert recipient's name),

When shopping for Christmas gifts this season, please keep (insert name of organization) in mind. There may be people on your list who might truly appreciate having a donation to (insert name of organization) made in their name rather than receiving a tangible gift. This can be the perfect option for people who "have everything" or whose lives have been impacted in some way by (insert circumstance), which our organization fights against every day.

Making a donation to (insert name of organization) is a great way to show friends, family members, co-workers, and even clients that you are thinking about them during the holiday season, as well as sending a message that you are mindful of the needs in your community and respectful of their interests. Whether you make a donation instead of purchasing a traditional gift or you make one as an add-on, this is a truly thoughtful opportunity to spread a message of cheer and charitable giving during the Christmas season.

It's easy to set up a charitable gift for the people on your list who will appreciate such an expression of generosity. Simply visit (insert web address) or call (insert phone number) to make your donation with a credit card. You may also send a check to (insert address), along with details on where to send the gift acknowledgment. Donations can be made in any amount.

Once you have purchased your gift donation, we'll provide you with a lovely certificate showcasing the donation amount and the name of the person it's been made in honor of this holiday season. The certificate can be sent to you for gift-giving purposes or go directly to the recipient. All funds raised through Christmas gifts will directly support the important work of (insert name of organization) in our fight against (insert cause). Please consider making a difference this season.

Merry Christmas and best wishes to you and your loved ones this holiday and heading into the new year.

Best regards,

(Insert Name), (Insert Title)