



ARTS

Dear <Personalised>,

**Will you help protect <organisation> from the impact of coronavirus?**

At this time of great concern for us all, I sincerely hope that you and your loved ones are in good health.

In terms of <organisation>, I can assure you that we are following Government advice and have put strict measures in place to protect staff and visitors. If you are thinking of visiting yourself in the near future, please visit our website at <webaddress> for the latest advice.

As well as protecting visitors we must, however, also consider the financial implications of the virus and the potentially damaging impact on the <museum/gallery> <of which you are such a generous and passionate supporter>.

Visitor numbers over the past weeks have already shown a steep decline, and all indications are that they will fall further. This decline, along with falling sales in our <café/shop>, has significantly affected our income to the extent that our long-term viability could very soon be compromised.

That's why I would like to ask you, <Mrs Sample>, if you would consider helping us through this incredibly difficult period by giving £XX today?

**IF YOU CAN, PLEASE HELP TODAY**

I am enormously proud of our role in our <community's/city's> cultural life and the incredibly positive impact <organisation> has had on the lives of so many. I am determined that come what may we must go on to enrich people's lives long into the future, and I hope you are in a position to help ensure this is the case by giving a donation today.

With my thanks and very best wishes.

<Name>

<job title>

P.S. You can give now by visiting our [secure web page](#), calling <0800 123456> or sending a cheque to <address>. Thank you for your understanding.