



Education

Dear <Personalised>,

Will you help <university> students by protecting them 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 students. We have moved all classes to e-learning <while strict social distancing rules are being followed in all halls of residence>.

As well as protecting our community we must, however, also consider the financial implications of the virus and the potentially damaging impact on the <university <of which you are such a generous and passionate supporter>, and in particular on current students facing financial hardship.>.

The coronavirus has led to the cancellation of a number of important fundraising events, which in normal years have provided much of the safety net which allows us to help students facing hardship. At the same time, the needs of those students are greater, as many of their parents and families are facing significant income loss, and are so less able than ever to help them out. Those from disadvantaged backgrounds have been worst hit.

At a time when we all have so much to worry about, I am determined that no hard-working and deserving <university> student facing hardship should also be burdened by worry about how to pay their rent, or feed themselves, or indeed if they can afford to continue their education.

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 to help students facing hardship?

IF YOU CAN, PLEASE HELP TODAY

I am enormously proud of our community's sense of togetherness and our determination to look out each for each other. When times are tough, we have always come together to protect the most vulnerable amongst us and I hope you are in a position to ensure this proud <university> tradition continues 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.