Hospice

Dear <Personalised>,

Will you help protect <hospice> and our residents 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 NHS guidance and have put strict measures in place to protect staff and visitors. If you currently have a relative in residence with us at the hospice, please feel free to contact <Name and job title> with any concerns you may have, or to discuss our new protocol for visitors.

As well as protecting patients, staff and visitors, we must also consider the financial implications of the virus and the potentially damaging impact on the hospice <of which you are such a generous and compassionate supporter>.

As you may know, over the last few weeks a number of staff have had to go into self-isolation and all indications are that the number will continue to grow. To continue to provide the excellent level of care to which we are committed, we have had no option but to hire in a large number of temporary staff across the organisation. Regrettably, this has inevitably had a detrimental affect on our finances and could, in the longer-term, threaten the hospice's very viability.

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 the community and our dedication to providing a homely, caring and enriching environment for people living with a terminal illness. I am determined that come what may we must continue to provide the same levels of personal, round-the-clock care, not only during the current crisis but long into the future as well. 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.