



OVERSEAS AID

Dear <Personalised>,

Will you help our international field staff protect people from coronavirus and its impact?

At this time of great worry and uncertainty 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 our staff and everybody they come into contact with, both in the UK and overseas

As I am sure you appreciate, as a charity that exists to help people living in poverty, we are enormously concerned about the impact the coronavirus is having and will continue to have on vulnerable people who do not have access to adequate healthcare or indeed, in many cases, health advice and information. <In particular we are currently seeing the virus take hold amongst communities we work with in <countries>.

To help protect those communities, we are currently rolling out operations to <insert any specific impacts and/or plans here>

Inevitably, these new interventions will place a considerable strain on our resources which is why I am turning to you, <as a generous and compassionate supporter of <organisation>>, today. I know that at the moment your greatest concern will be for your loved ones, but I do hope you are in a position to help people who have so few resources of their own with which to mitigate the inevitable impact of the virus.

Please will you consider helping us step up our efforts to protect people around the world through this incredibly difficult period, by giving £XX?

IF YOU CAN, PLEASE HELP TODAY

The global nature of this terrible pandemic is a humbling reminder of our common humanity and vulnerability. That is why I am determined we must continue to be there for the families and communities we work with over the weeks and months to come, when they may need us more than ever before. Thank you so much for anything you are able to give.

With my 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 help and understanding.