



Domestic animals

Dear <Personalised>,

Will you help us to be there for the animals we love in these difficult times?

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 staff and everybody they come into contact with – while also ensuring that the <animals> in our care continue to receive everything they need.

Whilst health and wellbeing is our first priority, we must also consider the financial implications of the virus on our organization. We're anticipating a significant drop in income from our <shops and have been forced to cancel our <event name>>. As an organization that depends on your generosity to feed and care for <hundreds> of animals, we're deeply worried about how this will affect the animals who depend on us.

That's why I'd like to ask you, <Mr A B Sample>, if you would consider helping us through these uncertain times by giving £XX today?

IF YOU CAN, PLEASE SEND A GIFT TODAY

The wonderful thing about animals is their ability to provide us with joy and unconditional love – something that becomes even more valuable in times like these. So if you are fortunate enough to have a pet with you at home, please do give them an extra cuddle on behalf of all of us at <organization>. And if you can, it would be wonderful if you felt able to help us so we can be there for the animals that so desperately need our love and care.

With my thanks and very best wishes for the good health of you and your loved ones,

<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.