

Sample Initial Email to an Existing Donor

Subject: Thank you for keeping Jewish Ottawa *Here for Good*

Dear [Donor Name],

I hope this note finds you well. I'm reaching out ahead of our scheduled [call/meeting] next week on [insert date/time]. I'm looking forward to connecting with you.

As we launch the **2026 Annual Campaign**, I want to thank you for the impact of your past support. Because of your generosity, **the Jewish Federation of Ottawa is *Here for Good***, strengthening Jewish life every day and stepping up in moments of crisis.

This year, guided by a new strategic plan, Federation is focusing on three priorities:

- **Ensuring Jewish Life** — making sure every member of our community feels safe, supported, and cared for, from food security and rent assistance to programs for seniors, families, and people with disabilities.
- **Deepening Jewish Connections** — fostering belonging and identity through Jewish education, cultural life, and experiences that bring people together across generations.
- **Securing the Jewish Future** — investing in the next generation, combating antisemitism, and standing with Israel and Jewish communities worldwide.

When you give to Federation, you are investing in more than one cause. You are supporting a network that sustains Jewish life today and builds for tomorrow. You can learn more about our impact here: [insert link to Campaign page] and review the [2024-2025 Financial report here](#).

Last year, you made a gift of \$XXX. This year, I'd like to ask if you would consider increasing your gift to \$XXX, helping us expand our reach and strengthen our community in even greater ways.

You can renew your support at any time by visiting: <https://www.jewishottawa.com/annual-campaign-donate>. We'll also review this together when we connect [in person/by phone].

With you, we are *Here for Good*—for our community, for Israel, and for the Jewish people everywhere.

Looking forward to speaking soon.

With gratitude,
[Your Name]

