

SAMPLE LETTER

Dear _____:

As you remember, The National Urban Coalition came about six years ago when business, labor and religious leaders, governors, and mayors and minority group organizations realized they must pull together to solve the crisis of the cities. Otherwise, it was clear that the economic viability of the cities could not be maintained and the well-being of the people, rich and poor, who lived in and near our cities would be in danger.

The Coalition was, and is today, a vitally needed, typically American joining of hands. It is the only organization which accepts the task of encouraging our divergent constituencies to act together at those points where their interests intersect. Even though factors of abandonment and physical decay have actually made the conditions in most cities worse in 1973 than they were before the riots, the Coalition rejects the defeatist psychology which would have America give up on the cities and their people. In view of the current shifts in the federal approach to social problems, its role will be even more important in the future.

Every year since it was formed, a significant number of individuals have felt strongly enough about the vital importance of the Coalition, to make personal gifts to help us in our work. This year we are making a special appeal to a larger number of concerned citizens, such as yourself, to share in this effort. I hope you will consider a gift at this time to the Coalition.

Your gift will be tax deductible, and more importantly, you will have contributed toward the important task of revitalizing our cities.

My warmest thanks and a happy holiday season.

Sincerely,