

October 9, 2008

<Salutation> <FirstName> <LastName>
<Company>
<Address FirstLine>
<Address SecondLine>
<City>, <State> <ZIP>

Dear <Salutation> <LastName>,

When The Loverde Family Community Fund launched our plans for the first “Thanksgiving Feast for the Homeless” last year, none of us knew what would happen.

Would anyone contribute? Would anyone volunteer? Would anyone *come*? Would there be enough food, drink, and presents to go around? Would all the 5,000 details come together to create a successful event?

Thanks to an astounding team of visionary pioneers who gave of their time, energy, goods and services, and money – the answer was a joyful YES on all counts!

More than 50 local businesses, organizations and individuals donated generous gifts of money, goods and services, and more than 40 volunteers stepped up with boundless energy and enthusiasm.

Together, we treated 160 homeless men, women and children to a lavish sit-down dinner by professional caterers, with musical entertainment by local and national performers and holiday gift bags from Santa.

And <FirstName>, with your gift of <gift>, *you* were one of those visionary people who made it all happen....a high-energy community event of heart, hope and spirit that brought helpers and guests together in what singer Cara Costantini said was *the most worthwhile thing she'd ever done*.

We had planned a Thanksgiving dinner that was more than just food...and thanks to <title>s like you, we were able to give *so much more*.

Do you remember how the guests were tended as they feasted to their hearts' content...how they danced and sang in the aisles...how they burst into applause and cheers of thanks for the gifts from Santa...and how, at the end, one homeless guest vowed that in 2008 he'd be back...as a volunteer!

We hadn't even started planning for a second event at that point...but with a response like that, how could we do otherwise?

And so we are returning to you, <FirstName>, with an invitation to take part in this amazing event once again, whether by giving financially, by giving goods or services, or by giving of your time and energy as a volunteer. If you like, you can even invite your friends, family and co-workers to participate as a team!

With the 2007 dinner as our inspiration, we are planning to make this year's event even bigger... nourishing more homeless men's, women's and children's bodies, hearts, and spirits...and filling the hearts of those who give in the process. This has become one of those rare events that blesses everyone involved!

You have helped to create this powerful legacy of good...so please, take a moment and tell us, on the enclosed card, how you would like to participate this year.

And know that you have our deepest appreciation, and the gratitude of those who will enjoy this year's dinner!

With many thanks,

Joe and Cindy Loverde