

Samples of letters written by Carol Hubbard for [NAME], President of [CLIENT] — for the monthly pledge donor newsletter

April 2010

Focus on the Forums

During my years at [CLIENT], I've had the privilege of traveling to many countries overseas to meet with the staff at our associate offices. It's given me great appreciation for how similar—and different—human beings can be. All people have the same essential needs, but how they meet those needs can vary greatly. Take the issue of getting wise advice or support through a crisis, for example. In some countries, you rely on your extended family network ... in others, the village elders ... and in highly industrialized societies like ours, often trained counselors.

The hectic pace of life today makes it hard for families to build and maintain true relationships with like-minded peers. That's why we created the [CLIENT] Online Community—a family-friendly gathering place that focuses on real issues and topics facing families today.

Having licensed counselors join our forum discussions has been a real asset. Individual, couples and parents who wouldn't otherwise seek help are sharing their concerns on our confidential forum message boards—then getting helpful, wise feedback. Meanwhile, those just “listening in” benefit as well. And each and every post is personally answered by one of our therapists or a caring [CLIENT] representative. We're so very thankful for your partnership with us. May God bless you and your family!

[NAME]
President and CEO

May 2010

Changing the World—One Child at a Time

The plight of orphans is one very close to my heart, since I became one at the age of 9. Each of us has a role to play in creating a world where no child grows up forgotten and unloved. I like to remind people that even the distinction between a biological child and an adopted one isn't that important—as all human beings are related to each other. So even when we help a “stranger,” we're really helping a family member.

If anything should ever happen to [SPOUSE'S NAME] and me, we have the comfort of knowing that our boys would be raised by a loving couple we've appointed as guardians. But far too many children end up as orphans—either through death or termination of parental rights—without that “safety net.” Did those children do anything to deserve that tragedy? Of course not.

But can the hundreds of thousands of churches and millions of Christian families in this country open their arms and bring those children home? Yes, most certainly! Not all of us will play the same part in this vitally important project, but we all can do *something*.

That's why we're so very thankful for your support—which is undergirding the [CLIENT] Initiative and so much more. May God bless you and your family!

[NAME]
President and CEO

P.S. Do you or a loved one have a need? Please call us at 800-XXX-XXXX. We'd be honored to come alongside you with prayer, a counseling referral or some targeted resources.

June 2010

The Most Important Job in the World

[SPOUSE'S NAME] and I are the parents of two young sons who are both in school and involved in a variety of sports and church activities. And we're finding that it takes wisdom and reflection to make sure that we're addressing the unique age-and-stage, personality and spiritual needs of each boy.

Yes, I have significant responsibilities at [CLIENT]; but ultimately, it will be my success as a father and husband that matters more. Figuring out how to strike a healthy balance isn't always easy, which is why I'm so grateful for [SPOUSE'S NAME]'s loving, insightful and steady presence in our home . . . and a gifted staff who make my job much easier than it would be otherwise.

[SPOUSE'S NAME] and I work hard to make sure that not only am I home for dinner when I'm in town but that weekends out of town are limited. And when I head home—whether from work or the airport—there's nothing more wonderful than seeing the delighted faces of two little boys as they hurtle toward me at the door. It's the investment [SPOUSE'S NAME] and I are making in these two precious lives that will matter the most to me at the end of my life—not invitations to the White House, TV interviews or international travel.

No matter what our position or role in this life, that truth applies. So take a moment today to hug your children or grandchildren (or anyone else close to you) and tell them how much you love and care for them!

[NAME]
President and CEO

November 2010

My “Thankful List”

In this wealthy country (recession or no, America is still very well off compared to 95 percent of the rest of the world), it's sometimes too easy to focus on our trials rather than our blessings. That's as true of ministries like Focus on the Family as it is of individuals. We've had some painful belt-tightening through layoffs and budget cuts in the past couple of years, but I believe God is “pruning” the [CLIENT] tree so we can be even more fruitful in the years ahead.

I'd like to share something that [SPOUSE'S NAME] and I have been learning — and that is the power of noticing, and being thankful for, things we often take for granted. So here's my list: God's

unconditional, everlasting love; clean, pine-scented Colorado air; my first cup of hot coffee in the morning; the spectacular view of the Rocky Mountains from my office window, the exuberant greetings of my two young sons when I arrive home; [SPOUSE'S NAME]'s wisdom and grace; and the way my friends can make me laugh even on the most challenging day.

What's on *your* list? Take a moment to reflect on what belongs there — then share it with your loved ones at the table on Thanksgiving Day!

[NAME]
President and CEO

P.S. As we head into the holiday season, remember that we're here for you and your loved ones. If you have any kind of need or concern, please call us at (800) XXX-XXXX.

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