

[EMAIL 1]

Subject Line Options:

You are appreciated!

[BODY COPY]

Dear [FirstName],

I'm sending you some great news in the mail, but didn't want to wait until then to tell you how much you are appreciated!

Thank you for supporting [Good Shepherd Rehabilitation Network](#) throughout the year and making a difference to our patients, long-term care residents, their families and the entire Good Shepherd team.

My letter should arrive soon. In it will be details of a wonderful **year-end matching gift opportunity** for donors and the heartwarming story of how friends, like you, helped make a childhood dream come true for eighty-years-young Brian, one of our long-term care residents.

Brian, who has cerebral palsy, has called [Good Shepherd Raker Center](#) home for 46 years. He was deeply moved when he learned generous donations were making it possible for him to finally see Niagara Falls and spend precious time with his family, too!

Please watch for my letter and thank you again for being an important member of the Good Shepherd family.

With my sincerest thanks,

John Kristel
President & CEO
Good Shepherd Rehabilitation Network

P.S. Our bi-monthly issues of [Sweet Charity](#) are filled with more ways your support touches lives at Good Shepherd. You can [read the latest issue online now.](#)

[EMAIL 2]

Subject Line Options:

Want your gift matched? Please say, "YES!"

[BODY COPY]

Dear [FirstName],

I'm writing to be sure you know this wonderful news in time to be included...

A generous group of Good Shepherd Rehabilitation Network benefactors has kindly offered to to match donations received before December 31st— up to \$30,000!

[FirstName], they've happily offered to match your gift.

Will you please say, YES?

Your DOUBLED donation will make a real and lasting impact for so many people, like Brian a resident at Good Shepherd's Raker Center. It was thanks to generous donations that eighty-years-young Brian was able to travel with the medical support he needed to finally see Niagara Falls and spend time with his family.

As a child, Brian's cerebral palsy prevented him from going on his family's annual trip. But, he'd never stopped hoping he'd get there. Now he has memories of his trip and time with loved ones to cherish forever!

Will you please take advantage of this amazing opportunity to have your gift to Good Shepherd matched by [donating online before December 31st?](#)

Thank you for your continued generosity and life-changing support!

Sincerely,

John Kristel
President & CEO
Good Shepherd Rehabilitation Network

P.S. Donating online now is the easiest way to be sure [your tax-deductible donation](#) is included in this year-end matching gift opportunity.

[EMAIL 3]

Subject Line Options:

There's a deadline...

[BODY COPY]

Dear **[FirstName]**,

I know life gets crazy busy about now, but...

...your help is still needed and the deadline for having your gift matched is fast-approaching!

Thanks to a generous group of benefactors your **year-end gift to Good Shepherd Rehabilitation Network will be doubled** —up to \$30,000— if it's received by December 31st!

[FirstName], **will you please include Good Shepherd in your year-end giving and have your gift matched dollar for dollar?**

Your support touches the lives of individuals of all ages who turn to Good Shepherd for state-of-the-art rehabilitative care after a stroke, amputation, traumatic brain, sports or spinal cord injury and much more.

Please don't let this opportunity to have your gift matched slip by. Make a year-end donation to Good Shepherd today [right here](#).

Thank you for caring and giving today so 2017 will be brighter for others!

Sincerely,

John Kristel
President & CEO
Good Shepherd Rehabilitation Network

P.S. It takes just minutes to ensure your gift will go twice as far. Please [have your donation matched](#) by giving **before 12/31/16!**

[EMAIL 4]

Subject Line Options:

That deadline I mentioned...it's *TODAY!*

[BODY COPY]

Dear [FirstName],

Before you put on your party hat to ring in the New Year, will you please do one last thing this year?

Will you [make your tax-deductible donation](#) to Good Shepherd Rehabilitation Network now so it can be included in our year-end matching gift opportunity?

That generous offer from a group of Good Shepherd benefactors to match donations—*up to \$30,000*—**ends today!**

Kick off 2017 knowing you ended 2016 with a life-changing gift and a full heart!

Thank you & Happy New Year, [FirstName]!

John Kristel
President & CEO
Good Shepherd Rehabilitation Network

P.S. Please [give a generous tax-deductible gift online now](#) before the countdown to midnight begins!