

Client: Concerns Of Police Survivors
Copywriter: Mary Guinane McNamara

Dear (Donor Name),

Did you ever have a really good answer for that big question on the first day of school, “What did you do over the summer?”

If your summers were like mine, some years you had a great family vacation story you could hardly wait to tell your classmates ... but other years, the summer days were especially dull and the idea of making up a fantastic tale to share crossed your mind, like it did mine.

Today, I’m writing to ask you to help make this summer absolutely unforgettable – even life-changing - for some very deserving children. When the summer is over, they will have much more than a story to tell...

Since 1998, Concerns Of Police Survivors, has been holding COPS Kids Summer Camp for children who have lost a parent in the line of duty. Over the years, thousands of kids have been able to meet and get to know (often for the first time) other kids who have shared the same experiences.

Guided by a dedicated team of professionals and volunteers, the children participate in special activities, learn team building skills and work through the many emotions that arise after losing a parent in the line of duty. Left unshared, these complicated feelings can affect them well into the future. It’s critical that they are allowed time to heal when they need it most.

The effectiveness of COPS programs for these young survivors has become quite clear. Plainly stated, “Our kids today just do better than those who didn’t have these programs available to them before COPS existed.” With the help they receive during Summer Camp and through the other COPS programs, they are able to go on to lead healthy and productive lives.

COPS also provides summer retreats specific to the emotional needs of other family members. Parents, spouses, siblings, adult children and in-laws are each affected differently by the loss of their loved one.

COPS summer retreats ensure that each survivor finds someone who understands exactly what they’re going through...

Widows will find others who have cried endless tears of frustration over a lawn mower that won’t start and the ache of no spouse to turn to for support.

Siblings will find others who struggle with suddenly becoming an only child and wondering, “Am I still a sister?”

Parents will meet other parents who have felt the incomprehensible sadness of burying your child.

Perhaps we realize it most during our retreats for Adult Children survivors just how effective the COPS Kids Summer Camp program is. When the Adult Children survivors gather we hear so many stories of how they've carried the complex emotions of losing a parent in the line of duty from childhood into adulthood. If they lost their parent before COPS programs were available, they often had nowhere to turn for help. I'm sure you can imagine the consequences 30 years of grieving has...

With your support, COPS Kids Summer Camp will be available to every officer's children and our other COPS programs will be able to support their spouses, parents, siblings and friends. The support, professional counseling, advocacy and other resources are critical to helping them rebuild their lives.

Would you please consider sending a gift of \$Ask1 to make this a life-changing summer for a survivor? There are likely to be 140-160 officers who will die in the line of duty just this year. Your support ensures that no one walks the long path of grief and recovery alone.

Your choice today will create a summer to remember, but more importantly healing for a life time.

With this letter, is a magnetic notepad. I hope you'll find it useful and I hope it reminds you of the survivors you've helped. Please think of them often this summer ... it's a very important one for each and every one.

With warmest thanks,

Suzie, Sawyer
COPS Executive Director

P.S. Our website www.nationalcops.org has information and resources if you know someone who has lost a loved one in the line of duty. Even if their loss was long ago, we want to help.

Teaser Options:

One summer can change a life ... and you can make it happen.

How you can create a summer to remember...

Make this a "life-changing" summer for a deserving child.

Change a summer, change a life.

Reply:

Yes, Suzie! I want to help a child attend COPS Kids Summer Camp and support all the COPS summer retreats for the loved ones of an officer killed in the line of duty. I want this summer to be one of healing for each of them. Please accept my gift of:

\$15

\$25

\$35

Other _____

Thank You Letter:

Dear (Donor Name),

Thank you for helping, for caring and for taking action to support the survivors of officers killed in the line of duty. By taking the time to send your donation of \$__, COPS is able to help many more children who have lost a parent in the line of duty again this year.

So many who attend COPS Kids Summer Camp have been struggling with their own emotions and feel that no one really understands what they're going through. Thanks to the kindness of COPS supporters like you, here's what one parent told us about her daughter attending Summer Camp, "She was finally an "insider" because someone understood what she'd been feeling and she didn't feel left out."

This is just one of the many letters, calls and e-mails we've received from participants in the summer retreats. There will be more this year because of you.

Simply feeling like you belong is one step in a long grieving process. With your help, the healing will happen and these young survivors will lead healthy and productive lives even with the sad circumstances of losing a parent.

Thank you for helping to guarantee that the resources are available to meet the needs of each survivor. You've helped us make one unforgettable summer have meaning for many a lifetime.

Thank you!

Suzie Sawyer
COPS Executive Director