**Start with an inspiring introduction**

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**Subject:** Local hunger is solvable. You are the solution.

Dear [Name],

I recently learned that **1 in 3 kids in Santa Clara and San Mateo Counties are not getting enough to eat**. Astronomical rents in Silicon Valley are keeping many hardworking families from getting ahead and kids are saying they feel like a burden – no child should feel that way.

We have the power to make a difference and connect these kids to the healthy and nutritious food they need to thrive.

Join [organization name] in standing up for these children. Every $1 or 2.4 pounds you donate creates 2 meals. Bring non-perishable food items to [insert barrel location] or donate online here [link to your online progress page that you’ll find in your confirmation email]. Every little bit counts!

What's really cool about Second Harvest Food Bank is that 90% of the food they distribute is highly nutritious and over 50% is fresh produce.

Can we count on you to help us reach our goal of $ [ ] and [ ] pounds?

For the kids,

[Name]