



November <<DAY>>, <<YEAR>>

<<FIRST NAME>> <<LAST NAME>>
<<ADDRESS>>
<<CITY>>, <<STATE>> <<ZIP>>

Dear <<FIRST NAME>>,

It's that time of year again—the time for family and friends, old traditions and new memories.

But with all the blessings this season brings, there's often increased stress—too many commitments, bumper-to-bumper traffic, high gas bills... Some people even experience loneliness and depression.

Now imagine if you were one of the many people in Michigan who are out of work, without health care or savings. What if you were a 15-year-old girl struggling with the unanswered question: what if I'm pregnant? Or a young man who knows he is at risk for HIV but doesn't know where to go for help?

Throughout the year, Planned Parenthood helps more than 25,000 individuals in 12 Michigan counties find out—and cope with—the answers to these difficult questions.

By offering services such as emergency contraception and HIV testing, education programs and advocacy, we help people make informed decisions about their sexual and reproductive health.

In <<YEAR>>, we experienced the most severe funding cuts in a <<TIMEFRAME>>, which compromises our ability to provide these crucial services to our clients. So this holiday season we are asking you for help.

With over <<NUMBER>> percent of Michiganders living in poverty and <<NUMBER>> people in our state without access to health care, your gift of <<AMOUNT>> will help ensure vital care and resources for the people who need it most—regardless of their ability to pay.

Over <<NUMBER>> percent of your gift goes directly to the health, education and advocacy programs we've offered for more than <<NUMBER>> years.

You can use the enclosed card to make your gift today, or donate online at <<URL>>. We truly appreciate your choice to partner with us in this important work, and we wish you all the best this holiday season.

<<SIGNATURE>>
<<Name>>, <<Title>>

<<PERSONALIZATION>>

P.S. Come New Year, we'll be starting the <<NAME OF PROGRAM>>, a peer-education program for teens. <<FIRST NAME>>, Will you consider joining our Circle of Friends with a special year-end contribution of <<AMOUNT>> to support this new program?