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**SAMPLE EMAIL:**

Dear [Name],

I am reaching out to you today to ask for your support for Penfield Children's Center $500,000 Challenge. As a member of the Penfield Children's Center Board, I am asking you to consider making a personal gift to the challenge and to reach out to your network of friends, family, colleagues, and business associates to encourage them to make a gift as well.

As you know, Penfield Children's Center is a vital part of our community. They serve over 1,500 children annually, and their programs make a real difference in the lives of the children and families they serve. For many children, Penfield is the first place they learn to thrive.

Your gift to the $500,000 Challenge will help us to continue to provide essential services to our children and families. It will also help us to invest in new programs and initiatives that will allow us to serve even more children in the future. Your gift and the gifts of your network will help us to continue providing high-quality early education, health services, and family programming to the children and families who need us most.

Thank you for your support.

Sincerely, [Your Name]

P.S. To make a gift to the $500,000 Challenge, please visit [website address] or call Megan Wurz, VP of Development at 414-573-9081