John Doe
1234 Main Street
Seattle, WA 98000

March 7, 2012

Dear John,

The Puget Sound Labor Agency needs your financial support so that we can continue to serve those in the labor community and in our geographical area who rely on us. Here is why:

Washington is the 11th hungriest state in the country.

There are now 160,000 Washington State families that do not have enough food to eat, an 82% increase since 2008, according to the U.S. Department of Agriculture.

Here at PSLA, we have witnessed first-hand the ramifications of increased poverty and food insecurity in our area. PSLA's food bank distributed food to just over 37,000 individuals from July 2010 to June 2011, including 6,500 children, 12,000 senior citizens, 2,000 homeless men and women, and 11,137 union members. The 2010 to 2011 period was a record-breaking year for the agency, and yet, we are on track to serve 45,000 individuals for the July 2011 to June 2012 period. It is clear that PSLA is serving a vital need in the downtown Seattle core and for the labor community.

I am asking you to consider making a gift of $50 to PSLA today. To make your gift stretch further, we are participating in the 15th Annual Feinstein Foundation Million Dollar Giveaway to Fight Hunger. By making your tax-deductible gift to PSLA between March 1 and April 30, 2012, the Feinstein Foundation will contribute to PSLA as well. The more that PSLA raises in these two months, the more we will receive from the Feinstein Foundation (please be sure to mark your gift as part of the "Feinstein Challenge").

Please do not hesitate to contact me at xx@xx.org or 206.000.0000 should you have any questions about the Feinstein Challenge, PSLA, or the needs of the community.

Thank you in advance for your generous support.

Sincerely,

Jane Doe
Board President
Puget Sound Labor Agency

P.S. It would be my pleasure to give you a tour of the food bank during one of its normal operating periods. Please call Jen Gonyer at 206.000.0000 to make arrangements.