

## Direct Mail Appeal Sample 1

April 14, 2000

«NAME»

«ADDRESS»

Dear «INFSALU»:

Tikkun Olam is our charge as Jews to repair the world. The Mordecai Center for Jewish Faith of Colorado takes this sacred principle as seriously as we doctors take our Hippocratic Oath.

That is why Bella's story is so heart breaking. You see, we failed her.

Can you imagine having to choose between buying food and buying medicine? Bella, a Holocaust survivor living in the Former Soviet Union, had to make that choice. Bella was diabetic, and her monthly pension of \$26 would not stretch to include both food and medicine. So, Bella chose to eat and consequently, lost her leg to the diabetes. As if that was not enough, a mere 18 months after her first surgery, her other leg required amputation. Bella did not survive that operation.

We are the most affluent Jewish generation in history; living on a scale of prosperity our ancestors would not comprehend. Yet, we could not provide an elderly, impoverished Jewish woman with the few extra dollars she needed to live out her autumn years free of pain, fear and misery.

It is staggering to think of how much healing our world requires. That is why the Federation is turning to us, our society's healers. There are many other Bellas living in unspeakable conditions. With our help, they will not have to make the appalling choice between eating and the medical attention they require.

The Mordecai Center for Jewish Faith of Colorado is dedicated to fighting hunger, homelessness and sickness. They have been raising money to fight these afflictions for over 50 years, and will continue those efforts as long as there are Jews who need our help—and Jews willing to help. Last year they helped fund over 40 local agencies and programs and eight national and international organizations. They helped thousands of people worldwide who otherwise might have been cast aside and forgotten. But, they still couldn't meet the needs of one lonely, isolated woman, who was forced to gamble, and lost.

Please help the The Mordecai Center for Jewish Faith of Colorado bring healing to a world in dire need of repair. Your contribution today to Community Campaign 2000 will be put to work immediately, doing what doctors do: bring healing and hope to the men, women and children in their time of need.

Sincerely,

Robert Pinkin, M.D.