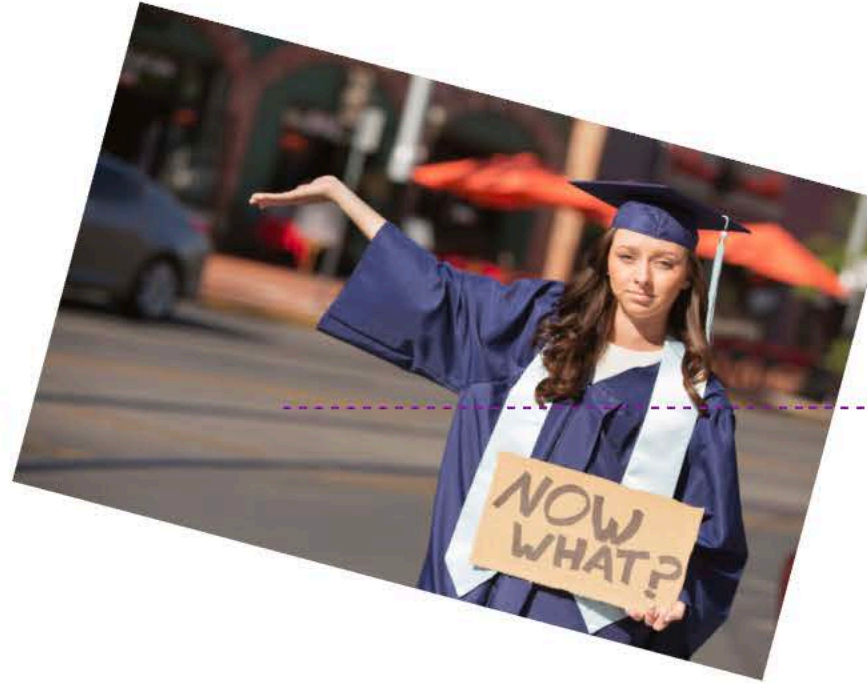


## Scholarship funds for 10 local young women needed urgently!



**Steven Screen**  
A photo of a person in need of help.

Dear (Name),

It's the thing that breaks my heart the most.

A young woman who is smart, has incredible test scores, and wants to go to college . . .

**Steven Screen**  
Main Ingredient: The Beneficiary.

Who wants to be the first from her family to go to college . . .

Who wants to shatter the chains of poverty that her family is unable to break. . .

. . . but she can't go to college because of money.

**Steven Screen**  
Main Ingredient: The Problem.

The good news is that you can help her.

**Steven Screen**  
Main Ingredient: The Solution

I'm writing you today to ask you to send in a special year-end gift to send a local woman to college.

**Steven Screen**  
The Ask Sentence

And it's urgent that you do. Right now – as I write this – there are 10 young women who dream of being part of SOS but without funding, we cannot even begin to interview them.

**Steven Screen**  
Reason to give now.

Each is smart. Each is driven. Each will not go to college next year if you and I don't help them.

**Steven Screen**  
Another reason to give now; the negative impact if the funds aren't raised.

Because their families can't afford college. Not tuition, not living expenses or even a car to drive them to college. Some students get the opportunity to attend Ivey League schools, but they cannot consider that option without your help.

That's who we're talking about here – these girls are smart. What a loss it would be if they cannot go to school. Cannot get the type of job they deserve. Cannot help lift their family out of poverty. Cannot give back to our community.

I'm looking for a local hero to help send a girl to college. I'm hopeful that hero is you.

You've never heard me ask for your generosity this boldly. I don't even know how you will react.



But your gift to one young student will absolutely change the trajectory of her whole life and the life of her family.

**Steven Screen**  
Main Ingredient: Hopeful Future.

You'll send her to college. You'll help her achieve her dream. And graduate (often with honors!) to go find a job she never would have been able to get without your help.

So, here's what I'm asking: will you please send your most generous gift to SOS before the end of the year?

**Steven Screen**  
This deadline provides another Reason To Give Now.

And will you do it before midnight on the 31<sup>st</sup>? Because it's right after New Year's that we begin to make decisions on funding for these young women. Right now, there are more deserving candidates than we have the funds to send. And I want as many local (and brilliant!) young women to go to college as you and I can possibly send.

Your gift also allows a young woman to focus on their classes and not how they will pay for food, or a lab fees, or expensive books. You'll even help provide a mentor who supports them with every transition (remember – for most, they are the very first in their family to go to college).

If you choose to help young women today, I'll report back to you when the young women are selected. You'll see and learn about the women who will go to college because of you!

Wondering how much it costs to make a meaningful difference in one young woman? Each scholar receives \$1,250 each semester. And each semester brings her closer to breaking the chain of poverty.

But your gift of any amount will help!

**Steven Screen**  
Another negative impact if the funds aren't raised.

Because if we can't come together to raise these funds, deserving young women will not be able to attend college. I can't let that happen!

**Steven Screen**  
Statement of shared value

I know you care about educating young women, and I'm so grateful to be able to write you about this.

So please, send a generous gift in before the end of the year to help a local young woman go to college!

With Gratitude,



Susan Johnson  
Chairman of the Board

P.S. I want each of these 10 young women to be able to attend college. Please send a special gift before the end of the year to help at least one woman!

**Steven Screen**  
Asks the donor to send a gift to solve the problem.



**I hope you see how powerful these ingredients are when they work together.**

**Like with any good recipe, the more familiar you are with the ingredients and the final product, the more room you have to experiment.**

**Some Golden Appeals may benefit from an extra dash of 'shared value' or another 'reason to give now.'**

**Some Golden Appeals don't need a story — or a picture.**

**But every Golden Appeal has Four Main Ingredients:**

- 1. Beneficiary**
- 2. Problem**
- 3. Solution**
- 4. Hopeful Future**

**Here's the truth: those four ingredients are the basis for ALL effective fundraising.**

**You can learn more about how using these ingredients can improve all of your fundraising by visiting [worklessraisemore.com](http://worklessraisemore.com). We can help you raise more money from your major donors, write newsletters and e-stories that will raise money and create an annual fundraising plan (plus a whole lot more).**

**[worklessraisemore.com/recipes](http://worklessraisemore.com/recipes)**

**Thanks for being a fundraiser!**