**Sample Letter to Stakeholders**

**#GivingTuesday, November 28th, 2017**

Dear [NAME/BUSINESS NAME],

On Nov. 28th, UC Agriculture and Natural Resources (UC ANR**) [or INSERT YOUR COUNTY, PROGRAM, REC]** will participate in [#GivingTuesday](http://ucanr.edu/sites/givingtuesday/), a global day of giving. Celebrated on the Tuesday after Thanksgiving, #GivingTuesday kicks off the charitable season. As a result of the ongoing effects of the drought, recent wildfires and persistent pockets of poverty, California’s needs in the coming year will be great. I am writing to ask for your support on #GivingTuesday.

UC ANR **[INSERT YOUR COUNTY, PROGRAM or REC]** has set a goal to raise $60,000 in support of research and outreach to enhance food systems and create thriving communities to make life better for Californians. **[or INSERT YOUR COUNTY, PROGRAM, REC’S DOLLAR GOAL HERE AND INCLUDE HOW THE DONATIONS WILL IMPACT YOUR PROGRAM]**

“UC Cooperative Extension professionals have a deep passion for their work and a dedication to the communities they serve. While most deliver their research and programs quietly every day, it is especially incredible to witness their response to disaster; for example, recent wildfires saw local UCCE offices responding immediately with vital information for coping with the fires, care for livestock and pets, as well as service in food banks and other volunteer needs,” said VP Glenda Humiston.

UC Cooperative Extension staff and 4-H members helped rescue livestock in Sonoma County as people evacuated. The UC Master Gardener Program connected volunteers throughout the state who wanted to provide relief to the 17 UC Master Gardener volunteers who lost their homes in Solano County.

“UC Master Gardener volunteers are true to their generous nature and have offered tremendous support to fellow volunteers who have lost homes in the fires. With compassionate hearts, they have offered lodging, supplies and words of support,” said Missy Gable, UC Master Gardener Program director. “In the future, we will look to replant what was lost and find healing in the care and establishment of new landscapes and wild spaces.”

On November 28th, consider a gift to a county, club, program, or research and extension center. Simply visit <http://ucanr.edu/givingtuesday> to make an online, tax-deductible gift.

**[FOR MASTER GARDENER PROGRAMS, VISIT** [**http://mg.ucanr.edu/givingtuesday**](http://mg.ucanr.edu/givingtuesday)**. FOR 4-H PROGRAMS, VISIT** [**http://4h.ucanr.edu/givingtuesday**](http://4h.ucanr.edu/givingtuesday)

Thank you.

Best Regards,

[YOUR SIGNATURE BLOCK]