

Robin Woodland

Fundraising | Marketing | Communications

Writing Samples

Email Appeal

California State Parks Foundation

blue text linked to campaign donation form

subject line:

When was your first camping trip?

email banner graphic:

Connect kids with nature!

You can help kids get outside and into state park adventures.

[button] Donate Now!

email text:

Dear < Salutation >,

When was your first camping trip? A fishing expedition at age 8 with your dad? A family trip to the redwoods at age 10? Sleep-away summer camp as a teen?

Whenever it was, I'm sure you'll never forget it.

But thousands of children in California have never been camping — in fact, they've never been to the ocean ... never walked in a forest ... never really experienced nature at all.

You can change that. With your support, hundreds of kids in California will experience their first camping trip at a state park through our Summer Enrichment Program.

Please, help connect children with nature — support our Parks for Kids summer campaign with a special gift today.

Your gift will go to work right away for our Summer Enrichment Program and all our park-based programs for children.

You'll be helping children have a state park adventure where they can explore nature and learn about science, history and the environment — and make memories they'll always treasure.

Make great things happen for kids across the state — please give as generously as you can to our Parks for Kids campaign and help inspire a love for nature that can last a lifetime!

Sincerely,

[signature graphic in blue and Elizabeth's photo]

Elizabeth Goldstein
President

P.S. For thousands of kids, a trip to a state park is their first experience of nature. Please make a special tax-deductible gift to support our Summer Enrichment Program and all the work we do to connect kids with state parks. Thank you!

sidebar graphic:

Help inspire a love of nature that can last a lifetime!

[\[button\] Donate Now!](#)

Fall Appeal Letter

Julia Morgan Center for the Arts

<Date>

Name

Address

City, State Zip

Dear <Salutation>,

A few weeks ago I attended a truly special event here at the Julia Morgan Center — a benefit show to raise funds for arts groups trying to rebuild after the hurricanes. Perhaps you were there. If you were, I'm sure you must have felt the wonderful energy in the room.

As I took in the performances — dancers and actors, singers and musicians, comedians and storytellers... all sharing the stage in our beautiful theater — I realized we were there for more than just fundraising.

We were there because the arts sustain and nurture us, especially in times of trouble and loss. We express our grief, we tell our history, we sing of our hopes, we give motion to our dreams, we find release from our burdens, we discover our finest selves. And when solitary individuals join together as an audience, we connect in a way that heals and inspires.

That's what people love about the Julia Morgan Center for the Arts. We provide arts education and programming that sustains and nurtures people — and we provide a home that sustains and nurtures the arts. That is something so worthwhile, so precious and powerful.

And the truth is, it's only possible because of you.

It's not public funding that's keeping us going. Unfortunately, California is all the way at the bottom of the list of states that support the arts. We do enjoy the support of several foundations, and their grants make a big impact. But the JMCA is alive and well only because you understand and value what the arts mean in people's everyday lives — and because you've generously supported us.

Thanks to your donations, we've accomplished great things over the past few years.

- We've doubled the number of schools we serve, bringing our unique arts curriculum to more than 3,000 children;
- Our scholarship program increased by 100%, enabling many more low-income children to enjoy our summer arts camps;
- We've embarked on a major campaign to repair and enhance our beautiful landmark facility. We fixed everything from plumbing and sewage systems. We improved lighting, landscaping, and theater equipment. And we're taking care of long overdue renovations, such as the entirely new roof just being completed now. You'll also notice an extra glow around here, now that we've power-washed the building and restored it to its former glory!

But there is still so much more we must do — and so I'm asking you once again for your support.

**Our government doesn't understand or value the arts the way you do!
That's why we need you to make the most generous donation you can
afford. Your tax-deductible gift of \$25, \$50, \$100, \$500 — more, if you can
do it — will ensure that the JMCA continues to be a dynamic center for
arts programming that sustains and nurtures our community.**

With your help, we'll carry on with the restoration and improvement of our building — which is not only an affordable home for small arts productions, but it's also an architectural gem worthy of preservation in its own right. Your donations will help us:

- Refinish our hardwood floors and add fresh coats of paint throughout the building.
- Install new heaters and air conditioning in the theater, making it a more inviting space.
- Re-glaze the windows to let natural light back into the building, as Julia Morgan intended it.
- Equip the theater with assistive listening devices, to make our programs accessible to those with hearing impairments.

We live in such challenging times. The people in this community need the arts to sustain and nurture them more than ever before — and that means we need you more than ever before. Please make the largest gift you can to support our work.

Thank you for your generosity and commitment.

With sincere best wishes and heartfelt appreciation,

[signature graphic in blue]

Sabrina Klein
Executive Director

P.S. I know it sounds trite — but it's simply the truth. Any amount you can give makes an important difference. Next time you come by the building for an event, look around. You'll see the power of your donation in action!

Friend Your Farmer!

Nancy Grossi uses social media to build community

"I didn't even know what a blog was until about a year ago," says Nancy Grossi with a laugh. Now, her blog site *The Wife of a Dairyman* has become daily reading for a growing audience, and her Tweets and Facebook postings are connecting hundreds of people to her family's farm.

Nancy's husband, Dominic Grossi, is a fourth generation rancher who serves as President of the Marin County Farm Bureau and is also a member of MALT's Board of Directors. The Grossis run a dairy operation and raise naturally fed beef on the rolling pastures of their 450-acre family farm just outside of Novato.

Conversing With Consumers

The blog began when Nancy became frustrated with what she sees as one-sided media coverage about the dairy business. "I think dairy farmers get a bad rap with these reports about cows being mistreated," Nancy explains. "There is good and bad in every type of business. But when people only see the bad, they may think that's the way all dairy farmers operate. It made me want to stand up and say, 'We're not like that, and none of the farmers I know personally are like that. We all care for our cows.' So my goal with the blog is to begin a conversation with consumers and be available for the public to ask questions."

Nancy's blog now features dozens of photo essays about the dairy farm, covering topics from feeding and calf care to milk testing and vaccinations. And with her great sense of humor and engaging photos, the articles are fun to read.

Recipes and Family Stories

It's not all cow talk on *The Wife of a Dairyman*. Nancy offers entertaining stories and photos about life with her kids and a tantalizing section filled with favorite recipes.

"The family stories are just part of my life as a mom," Nancy says. "But I also think it helps people relate to the blog. I'm trying to connect with a variety of people, not just farmers. If I can connect with someone on a parenting level, maybe they'll read my farm posts as well. Or maybe the recipes are their favorite part, and that leads them to read about the farm. I try to find things that interest readers and keep them coming back."

Connect and Thrive

For agriculture to survive in Marin, Nancy thinks farmers need to connect with people in Bay Area cities — and blogging, Facebook and Twitter are great ways to make that happen. "People want to connect with their farmers. That's why farmer's markets are so huge. It gives people a chance to meet farmers and talk on a personal level. As a dairy and beef ranch, we're not at the farmer's market. But social media is a way we can get a dialog going with consumers and they can learn about how we run the farm."

To connect with the Grossis, visit thewifeofadairyman.blogspot.com.

Website Landing Page SF-Marin Food Bank

landing page title:

Our Work

top banner:

The Food Bank is a lifeline.

Every day we distribute enough food for 100,000 meals — that's more than 45 million pounds this year.

It takes a comprehensive approach and a network of 450 partners to make it happen.

main text block:

It starts at 3:00 a.m., when the warehouse crew arrives. At 6:00 a.m. the trucks are rolling, loaded with nutritious foods headed for hundreds of locations across San Francisco and Marin. By 7:00 the Food Resources team is working to locate tons more food for next week, and the Programs staff is out in the community doing nutrition education and consulting with our 450 partner organizations.

Our work is focused on bringing wholesome, nutritious foods to people in ways that are respectful, supportive and effective. Explore this section to learn about the extent of hunger in our community and what we're doing about it.

25 years... and as long as it takes

It's the Food Bank's 25th Anniversary.

That's 25 years of feeding hungry children and families, adults and seniors right here in our community.

We do it with innovative programs like neighborhood pantries that bring fresh fruits and vegetables direct from the farm.

In these tough times, people need the Food Bank more than ever. That means we need you more than ever.

With your help, we'll make sure none of our neighbors goes hungry.

Please make a gift online today.

www.sffoodbank.org

Email Appeal

Nepal Youth Foundation

blue text linked to campaign donation form

subject line:

Join the Freedom Loan Fund Campaign!

email banner graphic:

Mina was a child slave.
Now she's free... and runs her own beauty salon.

You can help young women in Nepal build a better life
by helping them grow the Freedom Loan Fund.

[button] Join the campaign!

email text:

Dear < Salutation >,

An amazing transformation is happening in Nepal, and you can be part of it.

Girls we rescued from Kamlari slavery are now free — and they're becoming powerful young women who are starting their own businesses with help from a co-op loan program funded by Nepal Youth Foundation.

The freed Kamlaris have formed 37 business co-ops with over 2,000 members. And they've already reinvested \$40,000 back into the loan fund on their own.

But we still need to do more to help them grow that loan fund because there are hundreds of former Kamlaris on the co-op loan waiting list.

You can make a difference. When you [join the Freedom Loan Fund Campaign](#) you'll give former child slaves in Nepal the opportunity to start a business and make a new life.

Then you'll be helping young women like Mina. After we rescued her from Kamlari, Mina entered our special program to make up the schooling she had missed. After high school and we put her through beautician training in vocational school. Mina opened her own salon with a co-op loan, and now she earns up to 1,000 rupees a day. That's helping her stay in college and work towards a health degree.

This is the kind of transformation you'll make possible when you join the campaign.

And here's a reason to do it right now:

Our friends at *Make a Stand Lemon-aid* have pledged to raise \$20,000 this month for the Freedom Loan Fund Campaign. We want to raise another \$20,000 and match their pledge. Together, we'll match the \$40,000 that co-op members have already reinvested in the loan fund.

Let's show the freed Kamlaris in Nepal we stand with them. [Please join the Freedom Loan Fund Campaign today.](#)

Thank you again for helping the young women of Nepal build a better future — one that ensures child slavery will never happen again.

With deepest gratitude,

[signature graphics in blue]

Som Paneru
President

Olga Murray
Founder and Honorary President

PS - You may be able double or even triple your gift by having your employer match your donation. Check with your human resources department to find out about your company's matching gift policy. Thank you — dhanyabad!

Annual Report Letter

Nepal Youth Foundation

Dear Friends,

There is a story behind every statistic you'll read in this report...a story of how a child's life has been transformed thanks to the programs our donors have made possible.

There's Asmita, who we rescued from Kamlari slavery and supported through vocational school. Now she runs her own vegetable farm and employs her family.

And Kripa, who came to us skinny and starving at two months old. In just 36 days she reached her full weight and her mother learned how to keep her well fed and healthy.

And Sameer, who seemed destined for poverty after his mother died and he was abandoned by his father. Now he's earning outstanding grades in a top private school and is destined for college.

Thousands of children...each with their own story...and each one served by programs that are built upon Nepal Youth Foundation's enduring core principles:

Comprehensive care – We provide holistic solutions that take into account all of a child's needs, and our programs work together to provide a full range of services.

Community collaboration – We work closely with the people we serve and with our local partners to build solutions that are culturally attuned and wholeheartedly embraced.

Local direction and staffing – All of our programs are implemented by Nepali staff, leveraging the expertise of people who understand the communities they serve.

Long-term commitment – When we make a commitment to improve the lives of kids in Nepal, we're in it for the long haul. We work as long as it takes...no artificial timelines.

Sustainable solutions – We cultivate ways to transfer program management to the government or community organizations, ensuring that future generations will benefit.

International support – We rely on donations from a circle of caring, compassionate individuals and foundations around the world to make it all possible.

To each and every one of you who has helped us build a better life and a brighter future for the children of Nepal, we extend our heartfelt gratitude and appreciation.

[signature graphic]

Nick Prior
Board Chair

[signature graphic]

Som Paneru
President

[signature graphic]

Olga Murray
Honorary President

Direct Mail Appeal Seva Foundation

inside top panel of greeting card:

Seva Foundation has been selected by the Council on Foundations to be honored with a *Critical Impact Award*, a celebration of innovative and bold solutions that enhance the common good.

We are being recognized for "revolutionizing" community-based eye care programs — first in India, and now spreading throughout Asia and Africa.

For more information, visit www.seva.org.

inside bottom panel of greeting card:

< Date >

Dear < Salutation >,

Please accept my congratulations for helping Seva Foundation earn the prestigious Critical Impact Award. This is your award, too.

One person at a time, one community at time, your generous support of Seva is making wonderful things happen.

Good health, self-empowerment, hope for the future — these are the gifts you make possible. And best of all, as the award demonstrates, these are gifts that ripple out from one person to another, inspiring new opportunities along the way.

That's why I'm writing to ask for your continued support.

When you give to Seva, your donation reaches around the world. I know that's a bold claim. But over the years, we've proven that by channeling your gifts into projects that nurture the health and wellbeing of any one community, it always ripples outward.

Please, make the largest gift you can — today.

At Seva Foundation, we're delighted to be a link that connects you with your global family. Thank you for all that you do.

With warmest regards,

[signature graphic]

Deborah Moses
Interim Executive Director

Happy Birthday, Luna Maya! New Birth Center Transforms Women's Care in Chiapas

"Hop on a plane and come visit us!" That's what Cristina Alonso told us when we asked what she'd like to say to Seva donors. "I wish you could walk in and meet the new mothers and their babies, talk with the midwives we've trained, and see the vibrant community Luna Maya has become in just our first year. I want you to know you've actually helped change the world."

Cristina is a midwife and founder of the Luna Maya Birth Center in San Crisotbal de las Casas, a highland town in Chiapas, the southwestern state of Mexico. In a place where the conflicts of race, gender, culture and class have resulted in widespread poverty and some of Mexico's highest rates of infant and maternal mortality, Luna Maya offers a fresh solution.

It's a culturally sensitive, holistic approach that combines the proven benefits of midwifery with the best of medical science and modern health care. And it's a great example of the work being supported by Seva's Community Self-Development Program.

SEEING THE NEED

With her background in public health and midwifery, and nine years of experience working in Central America, Cristina understood what was needed in Chiapas. "As I worked in family planning clinics and attended home births as a midwife, I could see several factors that threaten women's health," Cristina explained.

"Economic pressures and poverty are driving a lot of indigenous people from rural communities to the city. As this happens, women lose the social networks they've always relied upon and lose their connection to traditional midwives. In the city, women can't find midwife care because the older midwives are dying and there hasn't been adequate training of new ones. At the same time, the hospitals are focused on a medical model that doesn't offer natural, women-centered maternity care, and they don't really know how to work with midwives. The net result is that many women go without the support they need — and that's when things become dangerous.

"The idea for Luna Maya was to create an alternative, a place that provides the education and care women need for safe, natural childbirth. Seva understood and believed in this vision right away, and helped us with money and support. And now, here we are — celebrating our first birthday!"

THE WORK OF LUNA MAYA

With devoted volunteers and a staff that includes two midwives and a nurse-educator, Luna Maya has launched a comprehensive array of programs and services.

Prenatal Care In addition to medical exams and wellness care, there are classes in childbirth preparation and prenatal yoga.

Birthing Support Professional midwives support mothers in safe, natural childbirth — at the center or at home. If needed, women are referred to a network of medical providers for specialized or emergency care.

Mothering Support The Mother's Group provides education about lactation and parenting, plus ongoing emotional support. The Luna Maya Shop has natural health care products and supplies for babies and mothers.

Midwife Training More than 60 midwives representing 40 indigenous communities attend monthly trainings. The program respects traditional ways while preparing midwives to identify and address obstetric emergencies.

Collaborative Partnerships Doctors, nurses and hospital staff are being trained to support natural birth strategies. Midwives are trained to make referrals for medical care as needed. The result is a network of professionals working together to offer women effective, flexible and affordable care.

Community Education Through workshops and a weekly radio show, Luna Maya is teaching about sexual and reproductive health, family planning, natural birth, gender issues and more.

And taking a cue from successful Seva sight programs around the world, all services at Luna Maya are offered with a sliding-scale fee structure that promotes sustainability and helps subsidize service to low-income women.

LOOKING TO THE FUTURE

"These problems women face in Chiapas weren't created overnight, and they won't be solved overnight," Cristina said. "But with the Seva family behind us, we're going to move the world to make it a better place."

To learn more about Luna Maya and the people of Chiapas, visit www.lunamaya.org.

sidebar #1 text:

Cristina Alonso: On Being A Midwife

"Birth is an amazing, sacred, feminine, earth changing event. To have the honor of holding a newborn as it takes its first breath, to watch mother and baby lock eyes for the first time — there is nothing that compares.

I deeply believe that if we bring sacred, peaceful, empowering birth rituals into places of violence, marginalization and social stratification, we will profoundly change the world. Water birth pioneer Michel Odent said, 'To change the way we live, we must change the way we are born.' That's why I believe that to protect the land, water, culture, and people of Chiapas, we must protect the way babies enter life here — through natural birth that respects the power and intuitive wisdom of mothers."

sidebar #2 text, with photo:

Dear Cristina,

We feel so lucky to have had someone like you close to us during this time, one of the most important times of our lives. We want to give you all our thanks and our love — and we'll always remember you.

Emilio, Marisol and baby Itzam

page title/subtitle:

Philosophy

Compassion in Action

main text block:

**Seva Foundation started as a small group with a big idea, and the idea was this:
To be fully human, we must translate our compassion and concern into useful service.**

That simple statement conveys something about the nature of compassion that is expressed in most spiritual traditions around the world — that compassion is not just about helping those less fortunate than ourselves, it's about the realization that we are all connected as one human family.

That sense of compassionate service motivates all of Seva's work, as we build programs that support people around the world in their efforts to build healthy communities.

Seva's programs, spanning many cultures and countries, share certain fundamental principles:

Serving the Underserved

Our programs serve people who have been economically, politically, or otherwise marginalized. We work to understand their culture and circumstances, reaching out in very different ways, for example, to nomads in Tibet, women in Tanzania, or indigenous Mayans in Guatemala. Our aim is to build a bridge of compassion between our donors and the people we serve — people around the world who have the fewest resources.

Building Healthy Communities

Seva embraces an expanded concept of health, recognizing that spiritual and cultural renewal, economic self-sufficiency, and basic civil and human rights are as important to wellbeing as medical care.

Promoting Sustainability

Seva's programs foster self-reliance and aim to reduce dependence on outside assistance. In the communities where we work, we share skills and technology appropriate for local conditions, assist local decision-making, and help launch projects that will become financially self-sufficient. This transfer of knowledge enables communities to care for their own — now, and into the future.

Working Through Partnerships

We form long-term partnerships with those we serve. By developing close relationships with local organizations and community leaders, we build trust, mutual respect and cultural understanding. We honor the ability of communities to define their own solutions to the challenges they face.