

Company or organization LOGO

To: All personnel

From: Name and title of the organization's or the company’s senior manager

Date:

Subject: The Annual Red Cross Fundraising Campaign

We will soon have the opportunity of demonstrating our teamwork skills in support of the Red Cross' mission in Quebec. I urge you to take part in this campaign as an organizer, an ambassador or a donor. It is important for us to take this opportunity to show our solidarity with the thousands of people whose lives are suddenly turned upside down by a disaster such as a fire or a flood.

Supporting Red Cross Action in our Community

We have chosen to organize this campaign in our workplace in great part because the Red Cross is so well established in our community. It enables local volunteers to help people right here at home thanks to the generosity of donors who are also from here. All of the donations collected as part of our campaign will be used to provide Red Cross emergency assistance following disasters in Quebec.

Since the outbreak of COVID-19, the Canadian Red Cross is continuing her efforts and putting her expertise to good use here in Québec. The sad reality is that, in addition to COVID-19, many families will be impacted by disasters that will not wait for the pandemic to be over. These may include floods, forest fires, residential fires or other emergencies that disrupt so many families’ lives every year. The Red Cross must continue to lend a hand every day, while maintaining the safety of the families that benefit from their help as well as that of their volunteers and staff who provide this essential humanitarian assistance.

The Benefits of Donating Through Payroll Deduction

There are several ways of donating to the Red Cross. However, a donation through payroll deduction offers the greatest benefits. It enables the Red Cross to count on steady financial support so that it can quickly mobilize teams of volunteers in case of emergency. This way of donating is also highly beneficial to us as donors because it enables us to spread our donation evenly over each pay period.

I wish to thank you in advance for the support you will provide to the Red Cross during this campaign and I am positive that our level of generosity, like the quality of our organization, will be outstanding!