

Writing Sample | Donor Communications

Protecting Progress Through Donor Stewardship

Audience: Existing nonprofit donors and supporters

Purpose: Explain a complex public policy issue in a way that reassures supporters, reinforces trust, and encourages continued investment in an organization's mission.

Role: Sole writer.

Outcome: Writing exercise demonstrating donor-focused nonprofit communications based on a real-world legislative issue.

Developed as part of a nonprofit communications writing exercise based on a real-world public policy scenario.

Subject: An update on Proposition 12

Dear Friend,

I wanted you to hear this directly from me because I know this work matters to you as much as it does to me. You've been with us through so much of this journey, and I wanted to share where things stand.

First, thank you. The progress we've made together didn't happen by accident. Proposition 12 became law because people like you believed meaningful change was possible and were willing to invest in making it happen.

Today, that progress is under threat.

Congressional leaders are pushing a new Farm Bill that could include language to override Proposition 12 and strip states of the ability to set stronger standards for how farmed animals are treated. If they're successful, years of hard-fought progress could be undone with a few paragraphs buried inside a much larger bill.

I know many of us have been watching this closely, so none of this will come as a surprise. Even so, the pace of what's happening means we can't afford to lose momentum. Our policy team is already working alongside partners on Capitol Hill, meeting with lawmakers, coordinating strategy, and preparing for every turn this fight could take over the coming weeks. We believe there's a path to stop this, but it will take every tool we have.

That's why I'm asking you to make a special gift to our Legislative Defense Fund.

Your support right now will help us expand our advocacy efforts, strengthen our coalition work, respond quickly as this legislation evolves, and protect one of the most important victories farmed animals have ever achieved.

We've overcome challenges before because committed partners like you stood with us when it mattered most. I'm deeply grateful for your continued trust and your belief in what's possible.

Thank you for standing with us and with the millions of animals whose future depends on the decisions made in the weeks ahead.

With gratitude,
Executive Director