[Date]

<Name>

<Title>

<Company>

<Address>

<City>, <Prov>, <PC>

Hi, XX.

4.8 million Canadians live in poverty. The work The Salvation Army does to help lift up those in need continues to be critically important, including here in [city name], where last year we supported [X people]. In the lead up to Christmas, we need the support and contributions of our dedicated volunteers.

Right now, we’re looking for volunteers for our upcoming [**Christmas Kettle campaign**](https://salvationarmy.ca/christmas-kettles/), one of Canada's largest and most recognizable annual charitable events.

With more than 2,000 kettle locations across Canada, the annual fundraising campaign relies on volunteers to collect donations for programs and services that improve the lives of those living in poverty. Volunteer efforts will directly impact [city name]. All donations stay in the community in which they were donated.

Last year, the [city name] Salvation Army raised [dollar amount] through its Kettle campaign which went towards [include details around community impact, e.g. providing meals to XX people in need]. This year, the goal is to reach [dollar amount].

If you’re interested in speaking with a previous Kettle campaign volunteer or a local Salvation Army representative to learn more about the volunteer experience and impact of the initiative, I’d be happy to set something up.

Thanks,

XX