Dear \_\_\_\_\_\_\_\_\_\_\_,  
   
This past weekend, I sat down with glass of wine and I thought about the holidays, my family and I even thought about you. We make our lists, making sure we don't forget those nearest and dearest to us. I also have made it a tradition to give to those causes and charities who mean the most to me - the whole practice what you preach thing. You know.  
   
We all know that at this time of year we are asking our donors for that last gift that will help build one more well, buy one more desk, provide shelter for one more woman, feed one more student at one of our schools and my task this weekend, was to sit down and write this email to you.  
   
As the end of the year nears, we wanted to ask one last time for your support of the Every Member Campaign (EMC).  
   
Thanks to many of you who have already given, our goal of $\_\_\_\_\_\_\_\_ is within reach.   
   
Why $\_\_\_\_\_\_\_?   
   
The monies that the Every Member Campaign receives helps support our chapter by ensuring that our colleagues - members or not - learn best practices (so that we are all acting effectively and ethically for the benefit of our shared community interests) through webinars, bursaries to conferences, peer to peer learning and much more.   
   
At the end of the day, it means your support helps to educate others to strengthen our sector and society.   
   
Supporting the Every Member Campaign is easy. Just click here to make your gift online.  
   
Thank you for helping and have a very happy holiday season with your family and friends.  
   
Chair, Every Member Campaign  
\_\_\_\_\_\_\_\_\_\_\_\_ Chapter