

EOY Stork Appeal

Email 2

Send date: 12.19

Subject line: Last chance to make a difference in 2014

Dear [name],

A few weeks ago I shared with you the story of how my husband and I became a family, and why I support the Stork Fund at Brigham and Women's Hospital.

Please join me in this opportunity to make a year-end tax deductible gift to help families flourish.<<link to donation page>>

Image: image from photo shoot

Text: Help ensure healthy moms and babies.

Button text: Donate now

Through your generosity, The Stork Fund can support the life-changing work in newborn medicine at Brigham and Women's Hospital. I know firsthand the impact of that support. After a special surgical procedure to ensure the health of my baby, I was confined to bed rest for several weeks. I was taken care of in every possible way—physically and emotionally—by my doctor, the nurses, physical therapists, social workers and support staff. The level of personalized care that the doctors and staff provide to every mother and baby that comes through their doors is truly amazing.

My family is living proof how BWH transforms lives. Please help ensure every family receives the same kind of live-giving care I did by supporting The Stork Fund:

<<url to donation page here>>

To a wonderful new year,

Kelly Fitzgerald