

Dear [Salutation],

Our society loves superheroes and their supernatural abilities, but what keeps us coming back are the human struggles that our heroes overcome. How beloved would Spider-Man be if we didn’t also see Peter Parker struggle to make ends meet, get the courage to ask out the girl he likes, and navigate the loss of a loved one? Without realizing it, superheroes tell us that ordinary people often do extraordinary things. Volunteers and donors like you are the superheroes of Blessings in a Backpack—those committed to defeating weekend hunger. Thank you.

If you read the comic strip on the other side, you know that Betsy and Buddy are part of a hunger-fighting team. They are, like many of Blessings’ partners, seemingly ordinary. Every day, they go to work. Every night, they come home to unwind and recharge. But as the end of the week approaches, Betsy and Buddy go through extraordinary transformations, becoming heroes in the fight against childhood hunger.

You see, as a Blessings volunteer, Betsy dedicates her time to ensure kids don’t go hungry. Working with local schools, she packs bags full of weekend nutrition that go home with kids in need every Friday. Because of Betsy, kids in her community don’t experience the hunger pangs that come with an empty stomach.

Equally important to the Weekend Avengers are donors, like Buddy. Equally important is you. The kids receiving the Blessings bags might not know Betsy's and Buddy’s true identities, but they know people are out there looking out for them—heroes.

Luckily, it’s easy to make a difference and join the Weekend Avengers. Will you donate $XXX to help our team provide hunger-free weekends to kids facing food insecurity in [City or Area You Serve]?

I look forward to continuing the fight against childhood hunger with you. If you’re writing a check, remember to include [Program Name] in the memo line. If you have any questions, please contact me at [phone number] and [email].

Sincerely,

[PC Name]

Program Coordinator

[Program Name]

blessingsinabackpack.org