

**2.8. A thank-you email that would make any donor's heart soar. Note please the PS, which might make him, or her, think twice about opting out from such heart-warming communication. And the follow-up, overleaf, which secured the promise of further gifts to come.**

From: Hope and Play  
Date: 15/10/2016 18:13 (GMT+00:00)  
To: David  
Subject: Your donation to Gaza's children

Dear David,

Earlier this year, you kindly donated £300 to help get school books, stationery and bags to children in Gaza. Well, with your support, we reached our goal, and the children have all been given their much needed supplies for the new school year. Check out the colours on those rucksacks J.



Just as importantly, they were given a message that someone is thinking of them. After nearly a decade of the brutality of siege and violence, of warplanes and of bombardment, many of them feel that the world watches and doesn't care.

*You told them that you care.*

So thank you very much for your donation. You've made a difference to 300 children who need it. You can see some of the pictures up on our Facebook page


at <https://www.facebook.com/hopeandplay/posts/1308062085885227>.

Lastly, as you may know, our volunteer artist, Jackie, kindly created a copy of our best selling print, the Palestinian Songbird, for us to give to those donors generous enough to support us with £50 and over. As you very kindly did so, we will be sending you this by post to the address we have for you. THANK YOU!!

With our respect and thanks,

Saskia and Iyas,  
Trustees at Hope and Play.



P.S. You opted not to receive marketing communications from us. Please rest assured, you are not on our marketing list. This email is simply to let you know your donation has been used (there's not even a link to ask you for another!). You will not hear more from us, even though we remain very grateful for your support.



 **Hope and Play**

28<sup>th</sup> October 2017

Dear David,

This last summer, you kindly donated £300 to our fundraising initiative to buy school satchels, stationery and clothing for children in need in Gaza. Thanks to the support of yourself and other likeminded kind people of conscience, we hit our target and gifted 300 children with these much needed supplies in time for the Muslim festival of Eid.


 

Jackie, the voluntary artist who created our beautiful calendars, cards and prints for the last 3 Christmases, offered to make individual copies of her best-selling Palestinian Sunbird prints and give them to anyone kind enough to donate £50 or more to our appeal. You were one of those generous souls. So please find enclosed an original print by way of thanks. Her work, like our trustees and accountant, was voluntary, so be rest assured that your full donation made its way to these supplies - none of it stayed here in the UK!

You gave these children a gift to help with their schooling, and a message that the world cares. Thank you.

With respect and best wishes always,



Iyas AlQasbi, Trustee at Hope and Play

*P.S. Thank you also David for your kind email. It makes a difference to us too when we get that kind of feedback, so we are much appreciated.*

Charity number: 1125609 w: [www.hopeandplay.org](http://www.hopeandplay.org) and [www.facebook.com/hopeandplay](https://www.facebook.com/hopeandplay) e: [iyas@hopeandplay.org](mailto:iyas@hopeandplay.org)

The donor, David, was very taken by the email message above, so he replied telling the two trustees how much he'd enjoyed their response. True to their word they sent the picture of the songbird that they'd promised, with the colourful summary opposite and the handwritten note attached.

By now David was really enjoying being a donor, and telling me about his intention to give again.