How do you choose?

**Send on:** Monday, SEP 30

**Topic:** Virtual Charity Fair

**Subject line:** How do you choose?

**Body:**

Hi Colleagues, [or any preferred greeting]

The CFC has so many wonderful charities, how do you know which to choose? One way I go about it is by learning more about what each charity does through the Virtual Charity Fair at GiveCFC.org. There, you can read a story or watch a short video from the charities that have submitted them.

Search by charity name or CFC number if you are looking for something specific or filter the results by cause area and browse freely. More stories and videos are added every week, so be sure to check back throughout the campaign. WARNING: some of these stories will really tug at the heartstrings.

I’ll get you started with a story that moved me:

[INSERT STORY FROM CAUSE LIBRARY]

Ready to make an impact? Let me know if you need help getting started! Thank you for joining me and the CFC this year.

**Signature**