

client: Phase2 Pets
project: Letter to mailing list
objective: Fundraising

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copy excerpt

Dear Animal Lover:

Do you have a pet at home, or do you just love animals? So do we. Chances are you love your pet, be it a cat, dog, or bird, and take good care of it. Your pet is a family member, and maybe you even give your pet holiday gifts.

Not all animals are so lucky.

Some animals don't have owners. Some were abandoned by their owners. Some were dropped off at a vet's office to be euthanized, because the owner couldn't keep it or they "just don't want it anymore" (a frequent occurrence, by the way.) Some became lost and their owners never found them. It happens every day.

That's where we come in. We're **Phase2 Pets**, a Clear Lake-area pet rescue that gives these animals another chance at life, and the chance to find another home. A forever home. We take care of the animals that have been through life's challenges, and pair them with pet lovers like you who will give them another chance for a good life. Our adoptions are frequently older animals that have been around a while and may have had more than one owner; some have medical issues. They're simply loving animals who want nothing more than a good home to live in, instead of living confined to a cage.

That's why we need your help to keep doing our good work. We don't have a central "shelter," but a staff of volunteers that foster then animals in their homes. These volunteers work hard to take care of the animals placed with us to bring them back to health and to help them adjust to new people and different places. Some were born on the street, and spend a long time without any human contact. Some are lost and confused, because their previous owner isn't around anymore.

All of them just want a good and happy home. A forever home.

Sample piece. While I was not hired to write this copy, it shows the quality of copy you can expect when you hire me.

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