



# PRESS RELEASE

## Continued support for **[INSERT GOOD CAUSE NAME HERE]** is critical to long-term survival

'Don't stop supporting us' is the key message from **[INSERT GOOD CAUSE NAME]**, as supporters cancel their regular giving, or put it on hold,

'We don't know how long the Covid19 situation will affect us and we need to take whatever action we can to ensure our organisation is in the best position possible to weather this storm, says, **[INSERT NAME OF SPOKESPERSON AND JOB TITLE]**.

'I want to pay tribute to all our supporters – we know that there are so many fantastic good causes out there and that you could choose to spend your money elsewhere. We are grateful that you chose us and we want to reassure you that we are doing everything we can with the funds that we receive from **[INSERT LOTTERY NAME]**. We have vowed to find ways to deliver services in the months ahead, but it's not going to be easy – we really need people's support more than ever in these unprecedented times.'

'The income we receive from **[INSERT LOTTERY NAME]** provides us with a constant and reliable stream of income that we can rely on for the weeks and months ahead.'

'Our message is a simple one. Thank you for your ongoing support and if you are in a financial position to do so, please consider buying another lottery ticket to support us. During this period of uncertainty, it is one way of safeguarding our community services.'

Connections and kindness matters. We're stronger together, even when we're apart.

For more information, please contact **[INSERT NAME]** by emailing **[INSERT NAME]**.

**ENDS**