

Dear XXX,

Help us make the biggest impact for the most children possible in 2025. During this holiday season when we might be searching for the perfect gift for a loved one, I wanted to offer a suggestion: why not donate to [First Focus on Children](#), a bipartisan nonprofit that is doing fantastic advocacy work on behalf of children? I have supported First Focus on Children for [X months/years] and am proud of the work we are doing together.

First Focus on Children produces cutting-edge analyses, policy briefs, and events to educate lawmakers and the American public about the issues facing children. First Focus on Children's sister organization, [First Focus Campaign for Children](#), evaluates specific pieces of legislation for their impact on children, and helps mobilize public response in support of kids.

First Focus on Children's many successes include:

- 1) Led the decade-long effort to enact the improved Child Tax Credit, which lifted 3 million children out of poverty in 2021. First Focus on Children persuaded Congress to fund the 2019 landmark study that staked out the changes and currently assists lawmakers fighting to make the measures permanent.
- 2) Helped rescue the Children's Health Insurance Program (CHIP) after its expiration in 2017 by working with Congress to extend the program's authorization by a record 10 years. First Focus on Children has also won continuous 12-month enrollment for children in some Medicaid programs and successfully advocated to eliminate the Affordable Care Act's "family glitch," which deprived more than 2 million children of health insurance.
- 3) Spearheaded efforts to reform child welfare by passing the Family First Prevention Services Act. First Focus on Children's policy experts also helped secure Medicaid coverage for foster youth until age 26, just as their peers are covered to age 26 by parental health insurance.

But First Focus on Children cannot do its work without the generous support of individual donors. If you share our conviction that building a better future for America begins by building a better future for America's children, please join our team by making an online donation to support [First Focus on Children](#) or the [First Focus Campaign for Children](#). [Please note, while donations to First Focus are tax-deductible, donations to First Focus on Children's Campaign for Children are not.]

Your donation is so important for our advocacy on behalf of children. With your support, we'll work hard to protect and expand programs that ensure that all children, no matter their family's hardship, grow up with nurturing care, nutritious food, access to health services and quality education, and protection from abuse and neglect.

Make a donation that you will feel good about all year long. Or consider other ways to give: honor someone special or memorialize someone who has passed with your gift. You can send a special notification card electronically.

Thank you for considering First Focus on Children among your charitable gifts this holiday season. With support from people like you, we can ensure that children can grow up safe, happy and healthy, no matter their family's hardship.

Sincerely,