

**YOUR  
CHARITY  
LOGO**

**<<Salutation>>, you have  
already done so much...**

<<Name>>  
<<Company>>  
<<Street>>  
<<Estate>>  
<<City>>  
<<County>>

**Now, just with your signature,  
you can give again for free.**

Dear <<Salutation>>

Your generosity has already made a difference. And, on behalf of everybody at <<CharityName>> and all the <<people/animals/children>> we are working to help, I want to thank you for your incredible donation of €<<Amount>> in 2013.

The good news is, you can do something more... and all that's required is a few moments of your time. In fact it won't cost you a single cent – yet could make your generous donation to <<CharityName>> even more valuable. This opportunity is now available for both PAYE and Self-Assessed taxpayers...

Fast and easy, valid for five years. You don't even have to buy a stamp—

## How simply it works:

With your help today, <<CharityName>> can claim a **45% tax refund** from Revenue on donations from supporters like you who give €250 or more in any given year. Now we can reclaim tax no matter whether you are PAYE or Self-Assessed!



Because this charity tax refund can have such a big impact on charities like <<CharityName>> – many Irish charities have come together to highlight how important this form is. We have decided to call it The Good Form, because it's so easy and can do so much good.

As you'll see on The Good Form I've enclosed for you, we've tried to make it as fast and easy as possible. All you need to do is:

1. Confirm your name, address and other details; we've pre-filled some information for you..
2. Provide your PPS number.
3. Sign and date the form, then pop it in the prepaid envelope and post it to us. You don't even have to buy a stamp – unless you want to!

You may complete a Good Form for each charity to which you give €250+.

See overleaf: *What your signature can achieve >>*

[ADDRESS FOOTER] <<CharityName>>, <<Address>>, FREEPOST, <<City>> | Phone | URL

## What your signature can achieve

It's amazing. Right now across all Irish charities, over a hundred thousand extraordinary people like you have donated more than €250 to good causes this past year. An additional 45 percent of that amount – *nearly half again!* – waits for charities to claim in tax back from the government, so they can use it to do more good.

But we can only get Revenue to pay those tax refunds on your donations if you complete, sign, and send back The Good Form in the Freepost envelope provided.

*Millions of euro are at stake. And so many <<people/animals/children>>, in so many ways, are urgently depending on what you do today...*

That's why it's so vital. Please take a few moments now to complete and return  
The Good Form I've enclosed for you.

Thank you for reading and responding. Please reach for a pen right now and complete your form if you can.

**Any questions, please call us on <<phone number>>. We're happy to help.**

Thank you again from all of us here,

<<SIGNATURE>>

<<Name>>

<<Title>>, <<Organisation>>

**Picture**

**Picture**

**Picture**

**IMAGES, E.G. OF YOUR CHARITY'S BENEFICIARIES**

**Simply signing and posting the enclosed form means we  
can do even more!**