

Direct Mail Fundraising Letter

Pastor Benjamin is hope for India's Dalits

June 1, 2011



Dear <salutation>,

"The first time I met these people, they nearly beat me up." That's what Pastor Benjamin told me when I visited with him a few weeks ago.

As we walked along the dusty street under the blazing sun, he began to tell me more about the people who live in his village in North India.

"The Musahar people are among India's poorest people," he said. "Some call them 'Rat Eaters' because they must scrounge for any kind of food just to survive."

Given so little in this life

Benjamin went on to explain that the Musahar are Dalits, who are considered "untouchables" by all the castes in India. Living at the very margins of society, Dalit children rarely go to school. And most of the girls are married off by age 13 or 14. In Benjamin's village, adults try to support their families by working long, hard hours at a brick factory or by weaving "leaf plates" to sell at the market. Sadly, that's not enough to provide children with life's basics or any kind of hope for their future.

I know that you have a heart for India and for all those in desperate need of the hope found in Jesus Christ. So you will want to hear how you can help courageous pastors like Benjamin share the Good News of Jesus in Dalit communities.

Turning their hearts to the living God

With the training provided by OM, Benjamin began by organizing a daily class where boys and girls heard about Jesus as they learned to read and write. When the people of the village saw how Benjamin cared for their children, the parents began to listen to the words of the Bible too. Now many in this village have chosen to follow Jesus and gather for worship each Sunday. Benjamin prays that one day he will also be able to start a quality English-medium school in the village.



Client: OM Canada
Project: Direct Mail Appeal Letter
Role: Copywriter
Detail: I enjoyed telling the compelling story of a local pastor who is providing help and hope for India's "untouchables."



84 West Street • Port Colborne, ON • L3K 4C8 • Canada
tel. (905) 835-2546 • 1-877-487-7777 • Fax (905) 835-2533

info@cdn.om.org
www.omcanada.org



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www.markmyword.ca • 905.335.6506 • mark@markmyword.ca