Dear

I am writing to ask if you would join a number of humanitarian NGOs and UN agencies in a joint public appeal in support of those affected by the conflict of Syria. With a number of key moments approaching, and when the crisis in Syria will hold relatively more global attention, we believe there is an unusual opportunity for us, as humanitarian organizations, to call on the public to bring their voices together with ours, to urge action to end the conflict and address the terrible humanitarian situation endured by so many millions of innocents.

The attached appeal sets out the urgency of action, and calls for a number of practical steps that parties to the conflict could take now to improve the humanitarian situation. Your joining this appeal, which we would hope to make public next week, would make such a difference. We would like to show, as the appeal is unveiled, that a large number of humanitarian organizations have come together to make this call for action – and then invite members of the public to add their support simply by promoting and sharing the appeal through their social media networks, while we use our own channels to disseminate the appeal as widely as possible. We will also be providing a short unbranded video on the situation of those affected by the conflict for all partners to use. We will also use the power of our respective stables of well-known supporters and ambassadors to give the appeal more prominence amongst the public.

At this stage, we would ask that of course you keep the details of the appeal internal to your organization, so that we can announce it publicly with more impact.

I am aware that you may receive this invitation from other partners, so apologies for any duplication. With a small window of opportunity to secure your support before the public launch, every avenue of contact is being explored.

If you would like to add your name with that of your organization to the appeal now, before the public push, you can write to John Budd at UNICEF (jbudd@unicef.org) who will be compiling the names of all partners signing the appeal ahead of its launch, and filtering out any duplications. We ask that all names/organizations be sent in by Tuesday 19 January. We are aiming at its release a day or so thereafter.

With best wishes

Tony Lake