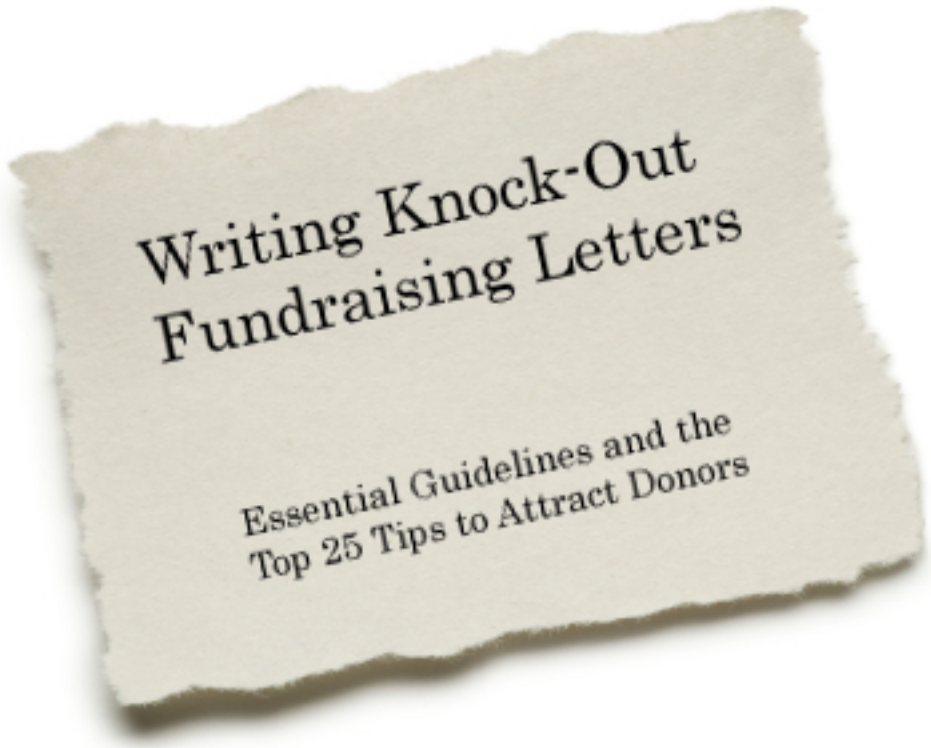
FUNDRAISER INSIGHT

Fundraiser Insight.org - The premier fundraising magazine for fundraiser coordinators



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Introduction

Dale Carnegie said it best in his monumentally successful book, How to Win Friends and Influence People:

> *"There is only one way under high-heaven to get anybody to do anything. Did you ever stop to think of that? Yes, just one way. And that is by making the other person want to do it."*

Perhaps it seems cold to admit this simple fact, but it's true, and the need to show people the benefits of what you're offering is perhaps never greater than in fundraising. Let's not restrict this principle to the business world in which it first arose. We're not talking about making money here, although obviously money is an imperative part of fundraising. What we're talking about in this e-book is maximizing your fundraising letters to show people why they want to donate.

People want to donate to make a difference. People want to donate because they are inspired by what is possible, and what your fundraising organization has done. They are shocked by the need that exists. They want to make a better world for their children, to reach out and help someone, to find a way to reach out a hand. And sometimes, they just don't know how to do it or whom to reach out to when their lives are running at a fever pace.

Long hours, chauffeuring the kids to school and soccer practice, walking the dog, reading the news, and just making it to work on time leaves people feeling like they're running in circles. When they do get a moment to think about charity, there are so many fundraising organizations out there it seems overwhelming. How do they decide whom to help? How do they determine which cause truly merits their attention? What organization really touches their heart?

The answer lies with Fundraising letters.

Fundraising letters entice, engage, and inform. They can build relationships, open hearts, change minds, and ultimately make these all-important, society-changing efforts possible. They can feed starving children, house the homeless, prevent animal cruelty, save rainforests, and cure diseases. How? By enticing readers to learn more, engaging them in the cause, informing them of what they can do and why they need to do it, and finally, by making them want to help.

It's easy to get caught up in the emotional value and feel-good aspects of fundraising. Let's face it—we all know our organization is amazing, wonderful, and exceptional for the ways we make a difference right here, right now. Isn't it time, then, to bring the best professional advice out there to writing fundraising letters? Don't they deserve as much attention and detail as other forms of writing such as copywriting and technical writing?

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We want to raise money for a cause. We want to make a difference. And we want to get others to help. We need to craft fundraising letters to be all they can be, so they can attract readers, share information, and ultimately, tell people why they want to help.

In order to do this, you need to develop a complete fundraising letter package from soliciting that first donation through to writing a thank-you letter, and later asking for repeat donations. You want to build a relationship with your readers to help them understand how valuable and meaningful they are to you. You do this through personalizing your letters and writing to create an emotional investment, as well as following up with your readers to keep that feel-good value of donating in their minds. You want to create ongoing communication wherein you show exactly how your donors help, what they achieve, and why they want to give.

We hope the information contained in this e-book helps you do just that. Here are the tips and advice you need to write a fundraising letter that grabs attention, draws interest, and creates a deep desire in your readers to help out. You need to get your letter read, and you need to make it clear your organization's efforts are only possible through the donations of your wonderful readers. You want to show them not why you want them to help, but why they want to help you.

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What You Will Find in This eBook

This book begins with the valuable copywriting technique that will take your fundraising letters from okay to brilliant. This technique gives you some important structuring guidelines to craft a perfect letter. Learn how to grab attention, create interest, and make your readers want to help. Consider the same tips used in marketing to get people to read your letter, but focus on sharing your organization's story and getting help changing the world rather than selling products.

The next section offers 25 invaluable quick tips to write great fundraising letters, from considerations of how your letter is designed and what paper, font, and colors you use in it, to adding inserts that will draw attention and help share your fundraising story.

An introductory look at fundraising software is included next, to give you an idea of what is available, and what features and functions make specialized fundraising software an advantage to your organization. With all the packages available out there and the costs involved, you'll want to get an idea of why you would choose a specialized program for fundraising, so this section is for you.

In this age of online media and instant communication, it may be worthwhile to consider a fundraising letter campaign that relies on e-mail to get your message out there instantly. As you will see, e-mail has some distinct advantages as it is immediate and so easy to use. Read the e-mail fundraising section to get a taste of how this method can work for you.

Finally, we have included 10 sample fundraising letters for inspiration and ideas. These are very simple, but offer a place to start when you are stumbling with writer's block. While you won't want to use them as is, they can help get your creative juices flowing while you consider how to write your letters. With all you have going on as you coordinate your fundraising effort, we hope these templates and ideas make your letter-writing a little easier.

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The Copywriting Technique For Fundraising Letters

We've all seen a huge amount of marketing copy through advertisements found in newspapers, websites, magazines, and television. We've seen how writing can powerfully engage us and persuade us to buy that product. Although the power of copywriting is clear, it is not the same as fundraising letter writing. Writing fundraising letters needs to combine the greatest marketing tips with relationship-building and emotional investment for and by real people. Fundraising letter campaigns are not about selling, even if we're often soliciting donations. In fact, fundraising is about showing people what your organization does, how your organization helps people, and most importantly, why people want to help you by donating.

Here's a look at one of the great copywriting techniques with a twist. This method is the one used by marketers everywhere to write copy that sells products and makes profit. However, you'll see how to re-purpose it for fundraising letters. Read on!

AIDA

AIDA is perhaps one of the most recognizable acronyms used in the copywriting world. It refers to a very simple format that can be used effectively to help you take fundraising letter ideas through from grabbing attention to getting the donations you need.

A is for Attention.
Grab the reader's attention immediately within the first paragraph, and ideally through the first sentence or two. You may choose to polish the first few sentences of your letter once you've sketched out the remainder, because the writing process naturally helps you consider what is most important in your writing and how you can write it.

Writing often takes a bit of "warming up," so don't hesitate to go back and alter that first paragraph or two of your letter once the rest is written. Your opening lines are so important, they should receive as much attention as the rest of the letter. If you don't grab attention quickly, your reader may move on to the next fundraising letter or other mail. And in this busy world, it's just too easy for interest to be lost if you don't demand attention immediately.

I is for Interest.
Once you have the reader's attention, it's time to build interest. What do donors gain from donating? How will they feel? Why is your cause so important? This is the time to convince readers why they want to donate, because as mentioned above, to get people to do things, you need to show them why they want to.

In fundraising, interest and the next piece of the puzzle—desire—go hand in hand, and aren't necessarily found one after the other. Your fundraising appeal needs to affect heart and mind in that

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order. In copywriting, features and functions are the most important benefits of products. But in fundraising, you're not selling features; you are giving people the opportunity to make a difference in the world by choosing a cause that touches their heart. Their interest will be piqued by their desire to help, and their desire to help will be increased by raising their interest.

Whether you choose to write about the hopelessness, helplessness, and hunger of a starving person, or describe the joy and vibrancy of someone who you have helped, you need to instill in your readers a deep sense of emotion. Empathy is all-important to your fundraising letter efforts, and interest will be raised by creating it as you simultaneously bring forth the desire to help.

D is for Desire.
Creating desire is the time to bring up personal stories of the folks you have helped and the situations you have seen. Dramatically re-enact the suffering you faced when you arrived to help out tsunami victims, or describe the exhilaration you felt when you saw that little boy go from depressed and starving to an energetic, talkative, and very active soccer player. Why are you interested in fundraising for your organization? What makes you passionate about your cause? Now is the time to share it in detail. Give vivid descriptions that allow your reader to become emotionally invested in this chance to make a difference. Leverage your personal experiences and your honesty to show exactly why donors will want to help.

You can support your stories with statistics or hard evidence as you make your case for donations, but keep in mind that it must be humanized and personally touching. Brief lists of features you might see in copywriting have no place in fundraising letters. Instead, if you use specific numbers and details, relate them to people you've helped or will help with donations.

Testimonials are an excellent device to help build a conversational tone and introduce the people you help as individuals with recognizable names, faces, and lives. Don't get into the trap of listing numbers and needs. Instead, you want to build a relationship with your donor as the valuable person they are, and with the individual lives you can change together.

A is for Action.
Once you have grabbed interest and explained your cause, now is the time to get specific about what you need. Provide details of how people can help, and how to donate. Tell exactly how much you want to raise, and describe how specific amounts can help.

Mention a deadline to encourage people to act quickly, as if they put your fundraising letter aside they might forget. Summarize how they can fill out their card and return it in the self-addressed stamped envelope, and the methods of payment. The idea here is to be specific about what you want and how people can provide it. Maximize the ease of donating, and be clear about what you would like people to donate. Those who read the entire letter are fully engaged and emotionally invested in helping out, so let them donate right now. For those readers who skim your letter, the all-important details of what to do and how to do it need to be clear.

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25 Quick Tips For Attracting Donors

1. Begin by considering both your audience and your specific plans. What will appeal to your readers? What might shock them, surprise them, anger them, or compel them to really feel the urgency of your request? Are you writing to existing donors or new donors? Why does your cause touch their heart? On a piece of paper, scribble a few preliminary thoughts:

a. Why do my donors care about this cause? How are they personally touched by it?

b. What story can help my donors feel emotionally invested in what we're doing?

c. Do I want donors to offer specific donation amounts, or can they help by donating time or making donations of books, baked goods, or other items?

2. Consider inserts or add elements to your letter to help show your readers what your organization does and how important it is.

a. Show pictures of those who are helped by your organization. Visually make it clear how your organization improves lives.

b. Consider inserts such as a copy of a news article about your cause, reminding readers what you've done recently.

c. Add quotes from those your organization has helped. Ask people what difference you've made, and then let readers know about it!

3. Share stories of how your organization has helped people, or the situations you've seen that caused you to want to help. Dramatically describe what you saw when you came to help, or tell a tale about success to inspire. Share what is possible and how great the need is. Create interest and make your donor a hero, because that's what they are. Storytelling has an important place in the realm of fundraising letters, and stories can inspire, engage, and excite. Convert statistics like numbers served by a food bank into stories about people donors can care about.

4. Use writing that stresses the benefits of donations and clearly articulate how they are used to improve quality of life. Remind donors how every little bit counts, and how their donations are used responsibly. Donors will be inspired by the successful work you've already done and how they can help do more of it, rather than depressed by how much work there is to do.

5. Don't be afraid to describe members of your fundraising team. How did you get started with fundraising? Did you have a child with special needs and find your organization invaluable? Did you happen upon this organization while looking for a new pet to bring home, and found yourself impressed by all the help given by volunteers? Why did you choose to become part of this team? Describe the relief or support you were given when you first came to the organization for help, or

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describe a team member who inspires you. Let readers know so they, too, can understand how crucial and worthwhile your organization is.

6. Make incentives clear. Where applicable, mention the drawing donors will be entered in, or that a free gift is involved. Otherwise, you can still highlight the intangible benefit of feeling good about giving, and emotionally appeal to possible donors. You want to make it clear that there can be a real emotional value to giving to those in need, and reinforce the feeling of appreciation that you have for donors. If you are emotionally invested, your readers want to know why; that way, they can become emotionally invested as well.

7. Make it as easy as possible to donate, including sending a self addressed stamped envelope (SASE) where appropriate. Make any other available contact information, such as your website and telephone number, easy to find so people can learn more about your fundraising effort, ask questions, or inquire about alternative ways to help. Use a friendly tone and keep in mind that you want to develop a relationship with donors.

8. Where appropriate, consider news headlines and tie them into your fundraising campaign to catch the reader's eye. For example, Mothers Against Drunk Driving (MADD) used this technique effectively when Paris Hilton was charged with driving under the influence. By using the headline “Help MADD Stop the 500,000 Paris Hiltons,” they drew immediate attention, and then they offered cold hard statistics about driving under the influence to underline the widespread reality of drunk driving. The effect was dramatic and yet personal as a name and face were given and tied to those affected by drunk driving, and donors were drawn in by the chance to help stop the number from climbing. Consider using a headline that refers to popular media or recent news to quickly draw attention and understanding from your readers.

9. Consider your full fundraising program, which should consist not only of a one-off letter, but may involve a thank-you letter or a later solicitation for another donation. A short thank-you note can make a world of difference for drawing repeat donations, and really reinforces appreciation for what has been given. That said, don’t include a reply envelope with every mailing as if you’re just desperate for another donation. Chances are readers will feel better about giving when they don’t feel pestered rather than truly valued for their current contributions. If possible, you may also call donors personally to thank them. Donors who feel appreciated and good about their contribution will donate again in the future, and although it goes without saying you are thankful, it is always good to hear the words.

10. Thank you letters should be addressed by name to the individual, as should any subsequent mailings where possible. Remind donors that they are valuable people, not just names on your bulk mail list.

11. You should also consider other readers in your full fundraising program, and how you can appeal to each type individually. For example, for those you wish to donate again, do not send out “Annual Renewal” application forms that seem bulk mailed, impersonal, and automatic. Readers annually

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renew such things as taxes or insurance, and do not want to feel as if bulk mailing an application is more important to you than repeating a statement of appreciation and giving an update. Use your donation records to generate updates that are relevant and help remind donors how they have helped since they last donated.

12. Share stories of success since the last donation, and highlight new members of the team and why they are emotionally invested in your organization too. Give people a reason to donate again, don't just assume they'll want to file a renewal. Donations are a gift, not an account to annually renew, and should be treated as such. Use quotes and heartwarming tales to remind people of the good your organization does.

13. Do not feel the need to restrict fundraising letters. If compelling, they will be read even when they are more than a page long. A good selection of real-life stories showing the benefits of your organization can be enjoyable reading for possible donors when they feel their donations can lead to more happy endings. This is not the time to appear dry, impersonal, or overly efficient rather than personal and heartfelt.

14. Show how specific donation amounts can be directly tied to a benefit. For example, "your gift of $5 will buy Anna and her family supper this Christmas season." Include these suggested amounts in the reply form. Donors appreciate this so they know their donation will make a tangible, specific difference that they can visualize. This helps build an image in their mind of the good they are doing by helping out. Include another blank line for individually written amounts.

15. Offer a monthly credit card charge option, such as $10/month, which would be $120/year. This helps reinforce the feeling that your organization's efforts are ongoing along with making charitable donations a little easier on the pocketbook year-round.

16. Inspire and reinforce action through your choice of verbs and using the term "you." Tell donors how "you can help" and how "we're there for you." Don't bog down your letter with the organization's problems. Instead, focus on the positive change your donors create by actively helping. No one wants to be depressed by how much work there is to be done rather than being inspired by how much they can do.

17. For follow-up mailings, focus on the support provided by the donation, not the money or amounts. No one wants to feel like a bank machine, but donors will want to feel like everyday heroes. Furthermore, invite readers to visit your website or call for more information should they be interested to learn more about what you do. The idea is to foster a feeling of friendship rather than of bank teller and customer.

18. When appealing to a possible repeat donor, be sure to thank them once again for their past contributions by highlighting some of the benefits they have brought about by helping out. If a separate thank-you letter is not part of your fundraising package, be sure to express appreciation right

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away in follow-up donation requests.

19. If possible, use your fundraising database to personalize letters for repeat donors even further by reminding them of their last gift. This will encourage them to make the same gift again this time, along with further reinforcing the feeling that they are respected as valuable contributors rather than just another name on your list.

20. Send donors of large gifts a specialized letter. Just as it wouldn't make sense to ask past donors who gave $20 to now give $1000, it doesn't make sense to give past donors of $1000 such donation options as $25, $50, $100, and so forth. If possible, offer a tiered program for donors like "Platinum Contributor" and so on, with a longer letter containing a slightly more formal writing style.

21. Include a deadline by which funds are needed to encourage readers to donate quickly. Busy lives mean letters not responded to immediately may get lost in the shuffle.

22. Use a serif ("footed") font in at least size 12pt or up, with inch-wide margins and double spacing, to keep your letter easy to read and inviting. Choose high contrast colors for text and background, with your text in a dark color and the paper a light one. Investing extra time to lay the letter out nicely can help suggest a professional image, reinforcing the idea that your organization is careful, thorough, and organized. Ensure you leave enough space for signing the letter personally at the end of the letter. This suggests a personal touch of honesty and genuine care while maintaining legibility of your name and position.

23. Consider setting your fundraising letter envelope apart by using a non-standard size, an eye-catching graphic, or a teaser that will draw the reader to open and read further. Consider using a font and ink color that give a handwritten look to the envelope. But avoid using multiple photos or high-end copy paper. Otherwise, it may look like you spend donations on printing goodies.

24. While sub-headings and clear fonts can make your letter more readable, avoid the use of too many fonts or too many attention-grabbing devices such as colored words, italics, or fonts. You want your letter to appear personal and honest rather than gimmicky or as if you're advertising a sale.

25. Use a unified style for your letter, envelope, reply envelope, and other elements such as thank-you letters, and repeat donor letters. This helps build a brand that will stay in your readers' memories as well as helping them keep all parts of the fundraising letter package together.

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A Look At Fundraising Software

There is a multitude of fundraising software packages available to make your letter-writing and distribution package organized and easier to run and maintain. While, in a pinch, regular document-writing software such as Microsoft Word can certainly provide the features you need to write a simple letter, you might also find specialized fundraising suites are worth the investment. They pack all the letter-writing features of Microsoft Word, but integrate advanced database management to control your mailing list and use it effectively to write specialized letters. This allows you to target letters to potential first time donors or repeat donors.

For example GiftWorks allows you to segment donors, track donations, build lists, manage volunteers, run reports, and send mailings, all in one simple application. The interface is so easy to use you can get started immediately, without worrying about a steep learning curve you need to scale before you can start. Using this software, you can easily track telephone calls and letters sent to donors, or even associate different donors to target specific groups. It integrates directly with Intuit Quickbooks and other accounting software so you can keep your financial records straight, and simplifies both e-mail and print mailings with a few clicks. A free trial is available on their website.

BasicFunder Premier offers a free trial of their software as well. With BasicFunder Premier, you can record, track, and analyze all contacts in a specialized database built specifically for fundraising organizations. Customizable fields and the ability to group contacts allow you to craft specialized letters here as well, and BasicFunder also has time-saving features such as shortcuts, auto entry fields, and drop-down lists which will help you maintain consistency while removing the need to memorize codes or details you need to enter quickly. Customized thank-you letters can be created easily with a few clicks, allowing you to include donation amounts, information about the fundraiser, and donor names along with related events they attended, with just a few simple clicks. BasicFunder also handles tax receipts, and can be set up to automatically record recurring payments for you along with sending thank you letters monthly or annually as you like. It also automates your bulk mailing needs like printing labels to save you time.

A company called FundRaiser Software also offers two different programs known as FundRaiser Professional and FundRaiser Select. All the reports, mail merging features, and grouping functionality you'd expect are covered here too. User-defined fields are available too, along with lots of data fields and extensive reports. Unique to FundRaiser Software are their FundRaiser modules, which can be added to their products to offer extra features. That way, you get a solid foundation with their regular software, and only pay to add on modules you will actually use. You can track volunteers and memberships, and also track other fundraising events with some of their modules. Regular donations can be tracked with their Pledges module, and their Tributes module allows you to track donations made in-memory-of or in-honor-of. And an Online Donation module integrates with your website so you can accept payments over the internet. Evaluation copies of FundRaiser Software are available, and you can also request a CD by mail on their website.

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Should You Consider e-mail Fundraising?

E-mail offers two distinct advantages over regular mail—immediacy and ease of use. Readers know they can simply click a link to respond, making donating so fast and easy that they are likely to take care of it immediately. Print mail can be lost or forgotten, but the immediate appearance of an e-mail in a reader's inbox will grab attention and spur a response without getting mixed in papers on a desk.

An e-mail campaign will typically incur less cost as the fees involved in buying paper, envelopes, stamps, and mailing labels are not a concern. You can also automate e-mail campaigns and make it almost effortless to put together a fundraising package where multiple e-mails can be sent for soliciting first-time donations, sending thank-you letters, and sending letters to existing donors as well. No need to worry about printing and organizing letters, envelopes, mailing labels, or self-addressed stamped envelopes for several different fundraising letter types. You can also consider sending out e-mail newsletters aside from the fundraising letters, and if you plan carefully, this step can increase awareness of your cause year-round. This helps encourage donors to stay involved and feel good about their contributions.

E-mail fundraising letters need the same considerations as any other in terms of writing style and technique. Although most of the same design principles apply, it may be worthwhile to investigate these options further to see what extras you can add to your e-mails that simply aren't possible with print letters. The immediacy of e-mails and their multi-media abilities such as the chance to embed photos and links can make them much more attractive while they still cost almost nothing.

Fundraising software often comes with e-mail list capabilities, and can very easily be used for your online campaign. That said, taking advantage of the multi-media aspects available in e-mail requires a bit of web savvy. If you're experienced with HTML, you might consider e-mail fundraising, and your fundraising software probably has e-mail capabilities built-in. Otherwise, consider calling a web design company that will be able to help you design a newsletter that fits your organizational website. Although this will involve some cost of its own, it just may be the ticket for you.

Whether you learn how to design your own e-mail or ask a web design company to help you, e-mail fundraising can be an excellent opportunity to make donating easy and immediate for all your readers.

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10 Sample Fundraising Letter Templates

As explained above, it is best to write personalized letters for your fundraising effort. No organization can be described with a template, and an obviously pre-built letter may irritate your readers. It is absolutely essential to write from your heart, to be honest and personal about your organization, and to make it clear how appreciated and respected donors are for their contributions.

However, we have all had the experience of staring at a blank screen, paralyzed with writer's block. Below you will find 10 sample fundraising letters to give you a head start. By giving you some ideas of how to describe your organization, these should get you past writer's block and started on that perfect, personalized letter for your fundraising situation.

You will find fundraising letter templates for the following:

1. Donations to provide aid to people or animals

2. Donations to expand construction

3. Donations through special event ticket sales

4. Donations to fund an international relief trip

5. General business sponsorship request

6. Business sponsorship request for a marathon

7. Request for support through product sales

8. Request for further support from an existing donor

9. Another request for further support from an existing donor

10. Thank-you letter

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1. Donations To Provide Aid To People Or Animals

[Name of Organization & Address on Letterhead]

[Date]

[Address of Donor]

Dear [name],

Recently, while investigating a call, we met [name of person or animal helped]. [Describe in dramatic detail the situation person or animal was in]. We were shocked at the vivid reality of [name]'s situation, and immediately moved to [describe how the emergency situation was handled in the first few moments].

[Describe in detail how organization helped over time, naming volunteers or team members, and mentioning how your organization worked with local authorities and services such as firefighters, doctors, and police.]

Once given the benefits of [describe benefits offered over time], [name] was able to recuperate. S/he delighted us by [describe behavior or characteristics after situation was remedied over time].

Each year [name of organization] helps [describe how many people are helped] through [describe methods of how people are helped]. Through volunteer efforts and kind donations, we are able to continue our work year-round to [describe a few points describing the services, methods, features, or supplies used to help people].

This work would simply not be possible without the kind donations of people like you. Won't you help? Please consider donating to [name of organization] today. Your donation of [amount] will help us [benefit] children/animals/people like [name of person or animal mentioned above], who can now be found [doing whatever activity is possible through your help]. By simply filling out our donation form below you too can make a difference in a/n child's/animal's/person's life.

Yours truly,

[Your written signature]

[Your name typed out]

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2. Donations To Expand Construction

[Name of Organization & Address on Letterhead]

[Date]

[Address of Donor]

Dear [name],

As you may be aware, [name of organization] has been providing a wide range of services to people in the [name of area, community, city, etc.] area for [number of years]. As more and more lives are affected by [issue], [name of organization] continues to offer [benefits].

For example, [name of organization] recently became aware of [name of person helped]'s situation, and we moved to help immediately. [name of person helped] was found [describe where found or how person helped in a few sentences] and turned to us for assistance. We were able to offer [benefits offered to person helped such as a warm bed, food to eat, etc.], giving [name of person helped] [describe benefit such as a safe place to stay, a warm meal to enjoy, etc.].

However, recently we have found that although the need for our services has grown, our space is too limited to support that need. Therefore, we need your help to expand our current building so we can offer enough [name benefits] to everyone who could use our help.

Could you please consider donating [amount], which will allow us to continue to offer [benefit] to those in need of assistance here in our own community? Your donation of [different amount], [different amount], or even [different amount] towards our building fund would allow us to make more room and continue doing our important work for those in need.

Please fill out your details below today so we can begin working with our construction team immediately. We hope to expand our outreach to make sure that no one affected by [issue] is left out, so please consider making that valuable contribution before [date].

Yours truly,

[Your written signature]

[Your name typed out]

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3. Donations Through Special Event Ticket Sales

[Name of Organization & Address on Letterhead]

[Date]

[Address of Donor]

Dear [name],

The time for our annual [name of event] is coming upon us once again, making it possible to raise funds for [organization]'s important work in helping [people, issue solved, etc.].

Last year's event was very successful, with a wonderful turn-out. We enjoyed a delicious meal and excellent entertainment thanks to [performers, band, talent, entertainment, etc.].

This year, we've planned an even more exciting party, with [describe the event's plans such as activities, food, entertainment, performers, special guests, etc.]. Ticket sales benefit [cause], allowing us to continue [describe benefits offered]. Your support is vital to [organization], and helps better the lives of those in need.

Tickets are available now, for only [price] per person or [price] per couple. We also offer a special group price for parties of [number] or more, so you can bring all your friends. Tickets are limited, so please reserve yours today by calling [number].

Yours truly,

[Your written signature]

[Your name typed out]

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4. Donations To Fund International Relief Trips

[Name of Organization & Address on Letterhead]

[Date]

[Address of Donor]

Dear [name],

As you are aware, residents of [location] were recently greatly affected by [name natural disaster or tragedy]. [Approximate number] of people lost their homes as a [describe disaster] destroyed property and lives along the [location].

It is hard for us to imagine the devastation felt by those whose lives have been changed forever by this tragedy. Without clean water or safe housing, those who have survived remain in danger of hypothermia, exposure, and even starvation. Not only have they lost their homes, they have also lost the basic necessities of life, and in many cases, hope.

It is my desire to help rebuild homes in the ravages of [location] by traveling with [organization that provides relief]. By working with [organization], we will be able to provide safe shelters, drinking water, food, medical supplies, and support for those who desperately need it. However, to do this, I need to raise [amount] by [date].

The amount raised will not only allow me to travel to [location], but will help contribute supplies to people who have lost everything. Won't you please help by donating to help the people of [location] to rebuild their lives and their hope?

Please fill out the attached form if you can give, as any amount will allow us to continue working with those in need.

Yours truly,

[Your written signature]

[Your name typed out]

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5. General Business Sponsorship Request

[Name of Organization & Address on Letterhead]

[Date]

[Address of Donor]

Dear [name]

Recently, I heard of your company and your specialization in [name company specialization such as production of goods or services]. As your business grows, we were wondering if you would be interested in a special opportunity to increase visibility while supporting a great cause in the community.

Each year [name of organization] helps [number] of people, through offering [benefits]. Our assistance is invaluable to those in need, giving them [list more benefits or describe ones just mentioned]. We rely on support from local leaders like you to make a difference in people's lives, allowing them to heal, grow, and rebuild their lives.

By sponsoring [name of organization], your company is recognized with a [banner, place on our wall of fame, free gift] and [published, mentioned, advertised, or otherwise listed in a publication or public location]. Your support creates awareness and goodwill, showing people you care about the community, as well as getting your name out.

Your donation of [amount] will also [benefit provided], and makes a big difference in the lives of those in need in our community. Won't you consider donating today?

Yours truly,

[Your written signature]

[Your name typed out]

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6. Business Sponsorship Request For A Marathon

[Name of Organization & Address on Letterhead]

[Date]

[Address of Donor]

Dear [name],

Each year, [number] people are affected by [issue]. While research continues for a cure, this all-important work can only be done through the gracious donations of people like you. By running in the annual [event by name and type such as Breast Cancer Walk-a-thon] here in [community, area, city,etc.], I hope to help.

The success of [event] is thanks to runners like me, but also to those who choose to donate financially rather than physically. Each year we run [length of marathon] in support of curing [issue], and last year we raised [amount]. This year we are taking that goal even further by aiming for [amount]!

By sponsoring me in the [event], your organization can benefit from exposure in related media and promotional messages related to [organization]. This exposure gets your business in the news, and allows you to be known as a company that cares about [type of people] affected by [issue].

Please consider donating [amount] by filling out the details below and returning this form in the self-addressed stamped envelope provided. As the [event] is scheduled for [date], we hope to receive your support by [date].

We're counting on your support! Should you have any questions or concerns do not hesitate to contact us at [number] from [business hours].

Yours truly,

[Your written signature]

[Your name typed out]

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7. Request For Support Through Product Sales

[Name of Organization & Address on Letterhead]

[Date]

[Address of Donor]

Dear [school or organization name] Parent,

As you know, [organization] depends on fundraisers throughout the year to help provide the necessary funds for [benefits such as team sports equipment, textbooks, instruments, and so forth]. Your donations allow us to provide children with [benefits to children such as exposure to music, a chance to learn cooperation and team-building, etc.].

[Describe recent event or competition by mentioning names of involved children such as the winners of the competition, high scorers, or trivia challenge champions, to show how kids are being benefited.]

We need your help and support to continue offering opportunities for our children. Each child is being asked to sell [products] to help raise money for the [organization]. [products] come in a wide range of [colors, types, sizes, flavors, etc.] to appeal to all, with prices ranging from [amount] to [amount], and make excellent gifts for [holiday, celebration].

Our fundraising goal this year is [amount], as we hope to [describe specific benefit intended]. Prizes are available for selling items, and will be distributed at our [name of event or assembly]. Please participate today to help our kids [benefit]!

Yours truly,

[Your written signature]

[Your name typed out]

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8. Request For Further Support From An Existing Donor

[Name of Organization & Address on Letterhead]

[Date]

[Address of Donor]

Dear [name],

Imagine giving warm shelter, a safe bed, and good food to [name], a woman in need who has left an abusive situation during this difficult season. Can you describe the feeling as you realize you have given hope to a person who had none, and a home to [name] as she gives up everything she has known to escape further pain?

You may be surprised to learn that through your generous donation of [amount] last year, you have already helped [name]. When [name] came to us in [month], she desperately needed somewhere safe to stay while leaving a past full of broken promises. Because of your donation, not only did she get that safety, she was also given access to counseling, financial assistance, and legal help to rebuild her life. She was able to go to night school to obtain her high school diploma while working part-time, and now dreams of starting her own business.

Won't you consider donating once again this year to help people like [name]? Every year, domestic abuse affects [number] of women, and perpetuates a cycle of pain and helplessness that is so difficult to overcome. Yet [organization] continues working, hoping to help women in need, doing as much as we can to make a difference. Your continued support will allow us to assist as other women escape terrible situations and look for help.

Please complete the form below and donate [amount] or more again this year to continue making a difference in women's lives. We are unable to do this without you, and are counting on your support.

Yours truly,

[Your written signature]

[Your name typed out]

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9. Another Request For Further Support From An Existing Donor

[Name of Organization & Address on Letterhead]

[Date]

[Address of Donor]

Dear [name],

Each year, [number] people are affected by [issue]. Not only does [issue] take lives, it also leaves husbands without wives, children without mothers, and parents without daughters. For those who survive, day-to-day activities become almost unbearable due to the pain associated with [issue].

When [name] was diagnosed with [issue], she was paralyzed with fear. Her own grandmother had suffered from [issue], as had her great aunt, and she wondered how she could handle her [issue] knowing what she had seen in their lives. Through the [benefits] we were able to provide, [name] was able to beat [issue], and continues to raise her children and maintain her very busy self-owned company.

With the help of generous donations from people like you, [organization] is able to continue providing support and funding research for a cure. We are able to offer counseling and refer people to [issue] specialists who can change lives and rebuild hope.

In the past year, breakthroughs in [issue] research have been possible, including:

[list new research]

Our efforts could not continue without your support, and your donation of [amount] last year was an essential part of [name of organization]'s continued efforts. Won't you please donate [amount] or more again this year, so we can continue this all-important support?

Please check your details below and let us know if any of them have changed this year. With your permission, we will continue your monthly donations throughout this year. Should you have any questions or concerns, do not hesitate to call us at [number].

We thank you once again for all you give to make [issue] history!

Yours truly,
[Your written signature]
[Your name typed out]

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10. Thank-You Letter

[Name of Organization & Address on Letterhead]

[Date]

[Address of Donor]

Dear [name],

Your support allows us to continue our mission to [mission], making a huge difference in the lives of many people. Our efforts just wouldn't be possible without your generous donation of [amount] and we want to let you know just how much we appreciate your help.

Thank you so much for your recent contribution to our project. You have joined our valuable donors in allowing us to continue providing a multitude of services for those in need. With your help, [organization] is able to offer [services, services, services].

Please accept this "pat on the back" from our organization in gratitude for all your assistance with [organization]'s current projects to offer [benefit, benefit, benefit].

Best regards,

[Your written signature]

[Your name typed out]

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