

FUNDRAISING LETTERS



Fundraising
Letters



LETTER EXAMPLES

FUNDRAISING LETTERS

1. Standard Fundraising Letter
2. Annual Fund Fundraising Letter
3. Campaign-Specific Fundraising Letter
4. Fundraising Letter for Crowdfunding Campaigns
5. Peer-to-Peer Fundraising Letter
6. Fundraising Letter for Schools
7. Fundraising Letter for Churches
8. Fundraising Letter For Pet and Animal-Related Causes

DONATION REQUEST LETTERS

1. Standard Donation Request Letter
2. Donation Request Letter for Events
3. Donation Request Letter for Auction Items
4. Donation Request Letter for Schools

SPONSORSHIP LETTERS

1. Individual Sponsorship Letter
2. Team Sponsorship Letter
3. Corporate Sponsorship Letter
4. Student Travel Sponsorship

FUNDRAISING LETTERS

Nonprofits, schools, and faith-based organizations can all use fundraising letters to raise money for their causes.

Whether you're raising funds for a particular event, crowdfunding campaign, or annual fund, we have a letter that will help you solicit donations.



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STANDARD FUNDRAISING LETTER

Subject: ❶ We can't do it without you!

Dear ❷ [Donor's name],

[Open the letter with a personal story about why your organization's mission is so important. The story you tell should grab the reader's attention and speak to their emotions.]

[Organization name] can only achieve our goals with the help of generous donations from supporters and community members. **With their support, we've been able to [describe some of your past accomplishments and how donors contributed to your success].**

We are asking for your help so that we can continue assisting our community and [insert information about new projects you hope to initiate with the funds]. ❸ Would you be willing to donate [amount] to help us reach our goals?

If you wish to contribute, please visit our online donation form [donation form URL]. Every donation makes a difference and takes us one step closer to building a better community!

❹ Thank you in advance for your support!

Sincerely,

[Name, title, and contact information of organizational leader]

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- ❶ Keep your subject short and punchy. Statistics show that readers notice shorter subject lines in their inbox more often than longer subjects.
- ❷ Address every fundraising letter with the name of the person you're asking instead of using a generic greeting like "Dear Friend." This will give your letter a personal touch.
- ❸ Be transparent when asking for a donation. Potential donors will respect that you're asking directly for a specific donation amount rather than beating around the bush!
- ❹ Always thank prospects in advance. Even if readers don't decide to give, it will show them that you appreciate them taking the time to read your letter

ANNUAL FUND FUNDRAISING LETTER

Subject: ❶ How will you make a difference this year?

Dear [Donor's name],

❷ Since [year your nonprofit was established], [nonprofit name] has continued to expand our programs and services in the community with contributions from community members like yourself.

We hope to continue providing excellent services and host many more events to raise awareness. **It is our mission to [describe your mission]. To achieve this goal, we rely on the generosity and support of individuals.**

This year our goal is to raise [amount] so that we can continue ❸ [briefly describe your organization's goals and projects for the year]. We hope that you'll make a contribution of [amount] to help us along.

❹ **If you wish to support our cause, you can give online [insert link to donation form] or attend our upcoming [insert event name] on [date].**

We would like to thank you in advance of your support!

Warm regards,
[Name, title, and contact information of organizational leader]

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- ❶ Ask a question in the subject of your letter to provoke your readers and get them curious about your message.
- ❷ Provide readers with some background about your nonprofit and mission. You can also include information about your achievements last year.
- ❸ Donors want to know how their money will be used. Therefore, you should provide them with details about this year's goals and projects, but keep this section short. You can always direct them to your website to learn more information.
- ❹ Not only should you ask donors to give, but you should also invite them to attend an event you have planned this year. That way, your donors can support you in a different way.

CAMPAIGN-SPECIFIC FUNDRAISING LETTER

Subject: We can [your mission or solution] with your help.

Dear [Donor's name],

Once again, we're hosting our annual [name of the campaign]. Our campaign will begin on [date] and last for [duration of the campaign if there is one]. **1 Last year our campaign raised [amount] from our passionate donors, and we can't wait to raise even more this year!**

We were able to **2** [describe a specific solution or service you were able to provide. For example, if last year's donations went to fund a school in a developing country. Tell the story of one student and how she is now able to receive an education because of your donors' contributions].

This year we hope to raise even more, and we need your help to reach our goals! **3 By donating just [amount], you'll provide [explain what the contribution will go towards. For example, "Your donation of \$35 will buy a desk and chair so that another student has a place to sit during class."]**

If you're interested in making a donation or **4** wish to learn more about our cause, visit our website [link to website or donation form].

We wish to thank you in advance for your support! Every donation, no matter the size, takes us one step closer to achieving our goals.

Sincerely,

[Name, title, and contact information of organizational leader]

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- 1** Let readers know how much you raised last year to show how successful the campaign was thanks to your donors' support.
- 2** Tell a story of what you were able to do with the funds last year. That way, donors will see the impact that their contribution will have.
- 3** Ask readers for an exact amount and if possible, tell them exactly what that gift can provide for your cause. It can be as simple as a pair of new shoes for a child in need or enough food to feed a dog at an animal shelter for a week.
- 4** Give potential donors an opportunity to learn more about your cause by directing them to your website.

FUNDRAISING LETTER FOR CROWDFUNDING CAMPAIGNS

Subject: Your support can make a difference.

Dear [Donor's name],

As you may know, my name is [your name], and I'm looking to raise funds for ❶ [explain your situation and why you're raising funds].

Today, I launched a crowdfunding campaign to help raise money for my [expense/project/cause/etc.]. I'm writing to ask you to support me and my cause. ❷ Just a small donation of [amount] will help me accomplish [explain *exactly* how the money will be used].

❸ [If possible, add a personal connection to tie the donor to your cause. For instance, if you're raising money to create a program that provides kids with toys for the holidays and you're writing to a father, emphasize how grateful the children will be to receive a toy from their parents].

You can make contributions on my crowdfunding page [link to page]. ❹ **If you can't give, but still want to support me, please share my page with your friends and family members. With more people aware of my cause, I'll be one step closer to reaching my goal.**

Thank you for your consideration and support!

Best,
[Name, title, and contact information of campaign creator]

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- ❶ With a crowdfunding letter, it's important to get right to why you're raising funds early on, so the reader knows exactly why you're contacting them. Tell them about your situation and what led you to create your campaign.
- ❷ Ask for an exact amount and be specific about how the funds will be used.
- ❸ It's important to connect the reader to your cause if you want to encourage them to contribute. This will require you to have a little background on the individual you're asking.
- ❹ Not everyone will be able to contribute financially. By asking them to share your crowdfunding page with their peers, you can reach more potential donors.

PEER-TO-PEER FUNDRAISING LETTER

Subject: ❶ Let's fight for [the cause you're supporting] together!

Dear [Donor's name],

For [number of years you've supported/contributed to the nonprofit], I have supported [nonprofit name].

❷ [Describe your connection to the organization. Were you or someone you know personally affected by their mission? Why are you passionate about this nonprofit?]

In order to help further their cause, I am participating in [name of peer-to-peer campaign] to raise funds for [how the money will be used].

I'm asking you to contribute [amount] or however much you wish to help me reach my goal of [your individual goal]. If I can successfully meet [goal amount], it will **❸** [express what reaching your goal means to you].

❹ I would greatly appreciate if you could make a donation on my fundraising page [link to peer-to-peer page] or share the page with your friends and family members.

I want to thank you in advance for your support! With your help, we can help stop [the problem which you and your nonprofit hopes to solve]!

Sincerely,

[Name and contact information of peer-to-peer fundraiser]

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- ❶ Use a strong subject line that conveys a sense of teamwork, as it will show the reader that their support is a part of a much bigger picture.
- ❷ Open up the letter by explaining your connection to the nonprofit's cause. Get personal because your passion is what will ultimately persuade your peers to give.
- ❸ It's important to not only explain what reaching your goal will mean for the nonprofit, but also what it will mean for you. Again, it's about getting personal and connecting with the reader emotionally.
- ❹ Provide a link for your supporters so they can easily access your donation page.

FUNDRAISING LETTER FOR SCHOOLS

Subject: Be a superhero to the students at [school name]!

Dear [Donor's name],

At [your school's name], we focus on providing students with the best education possible. No matter where they want to excel, we strive to make sure all our students have the tools and resources they need to prepare them for tomorrow's workforce.

Of course, none this would be possible without the generous support from our community. With past donations we have been able to ❶ [describe a project you were able to complete or a program that was realized because of past contributions].

To continue offering our students a top-notch education, we would like to ❷ [mention the project/reason why you're raising funds].

We would would greatly appreciate it if you could contribute [amount] to our school.

❸ If you wish to support us, please visit our online donation page [link to page] or send the attached form with your donation to [school's address].

Thank you in advance for your contribution!

Warm regards,

❹ [Name, title, and contact information of principal or another school administrator]

- ❶ Show potential donors what you've accomplished in the past because of your supporters. This will ensure that the letter stays focused on your donors.
- ❷ When you provide donors with information on how the funds will be used, they'll feel more comfortable contributing to your cause.
- ❸ You should offer multiple way to contribute so that donors can pick the method that's most convenient for them.
- ❹ Make sure to include your contact information in the closing part of your letter. That way, if a potential donor has any more questions, they can contact you directly.

FUNDRAISING LETTER FOR CHURCHES

Subject: Your contribution can make a difference.

Dear [Church member's name],

❶ Greetings! We hope you're having a blessed day. Since you're such an important part of our family, we wanted to tell you about our upcoming [project/mission trip/event/etc.].

As you may know, our church ❷ [describe why you're raising funds. For instance, if you're looking to build a new atrium to accommodate your growing congregation, you could explain to details on the how long the project will take and you fundraising goal].

In an attempt to raise funds, we are hosting an [envelope fundraiser, angel festival, or another fundraising idea] and want to invite you to participate. **Our [insert fundraising idea] will take place Sunday, [insert date and time] right after our normal service.**

❸ Of course, if you'd like to make additional contributions, donations of any size are always welcome at any time!

❹ **If you have questions about our event or why we're raising funds please feel free to reach out to our project coordinator, [coordinator's name] at [phone number and email address].**

We hope to see you Sunday, and thank you for your continued support!

Sincerely,

[Pastor's name and contact information]

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- ❶ Start your letter with a warm greeting and let your congregation know that they're valued.
- ❷ Don't just assume that everyone already knows about your project. Make sure to share the details of why you're raising funds, even if you're a close-knit congregation!
- ❸ Even if your event or fundraiser requires a contribution to participate, make sure to let your church members know that you're always accepting donations. If some of your members can't make it to an event, they still have the option to give.
- ❹ Provide your congregation with the contact information of the person organizing the event in case they have additional questions.

FUNDRAISING LETTER FOR PET AND ANIMAL-RELATED CAUSES

Subject: Help pups find happy, loving homes!

Dear [Donor's name],

Each year our team at [organization/animal shelter name] helps [insert your mission].

1 [Describe a recent accomplishment. For example, if you're an animal shelter you can share a story of a particular dog or cat that you rescued.] You could say something like, "Fido, a husky mix, came to our shelter nervous around humans and severely dehydrated. But with the kind care from our veterinarians and caretakers, Fido quickly opened up and found a new loving home."

Since our [organization's/shelter's] inception we've provided [animals that you serve] with [food/water/training/treatment/etc.] and most importantly love.

2 However, none of our services would be possible without the help of donors like you.

3 By contributing just [amount], we'll be able to provide food to a dog or cat for a week, and with a [amount] gift we can make sure that same animal not only has food but receives the proper vaccinations. All this will make the animal one step closer to getting adopted.

If you wish to make a donation, you can contribute online at [website url] or donate via text to give. Just text the amount you wish to donate to [text-to-give number].

We thank you in advance for your support!

Best regards,

[Name, title, and contact information of organizational leader]

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- 1** Start your letter by telling a personal story of a dog (or cat) that was rescued and found a happy home to illustrate your past accomplishments.
- 2** Make sure your letter is donor-focused by mentioning how your achievements aren't possible without the help of donors.
- 3** When asking for a donation, give a specific amount and state how the money will be used.
- 4** End the letter by providing the donor with ways they can give. Include a link to your online donation page or instructions on how to give via text message (if you have text-to-give).

DONATION REQUEST LETTERS

Donation request letters are typically used by organizations to ask for products and services, also known as in-kind donations.

Generally, donation request letters are targeted towards companies and local businesses, but nonprofits can use them to ask for in-kind donations from individual supporters as well.



STANDARD DONATION REQUEST LETTER

Subject: ❶ Help us raise money for [describe your cause in a quick and punchy way].

Dear [Donor's name],

❷ **[Begin with an emotional appeal or success story to grab the reader's attention. The goal is to be personal and speak to your readers' emotions.]**

At [organization's name], we seek to help ❸ [describe the problem you're trying to solve and the people, communities, or animals you serve]. While we already [insert the solutions and projects you're currently undertaking], we still have a lot to accomplish.

We need your support to [insert your new project or solution that you're asking donations for].

Would you consider donating ❹ [items or services that you need] to help us achieve our mission?

I would be happy to provide you with more information about how your company can help [nonprofit's name].

We greatly appreciate your donation, and it will be used to [insert how the donations will be used]. If you wish to contribute, please fill out the attached form.

Please join us! With your donation, we're one step closer to [insert goal]!

Sincerely,

[Name, title, and contact information of organizational leader]

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❶ Your subject line needs to grab the reader's attention. Not only should your subject clearly state the purpose of the email, but it should stand out in the sea of emails donor receive daily. The first paragraph of your letter needs to count! Share a moving story that will encourage your readers to contribute. You can use the personal stories of people you've served (with their permission, of course).

❷ Before you can ask for a donation, let prospective donors know exactly why you need their support. You can also highlight past achievements, as long as they are donor-focused.

❸ Provide the business owner with some background about your nonprofit so he or she they can see what value there is in partnering with your organization.

❹ Be very specific and transparent about what services you need. This piece will likely vary depending on the company you're asking.

DONATION REQUEST LETTER FOR EVENTS

Subject: We need your support for [name of fundraising event].

Dear [Donor's name],

My name is [your name] and I'm part of the team at [nonprofit's name]. We're hosting our annual [name of the event]. This event not only helps raise funds for [describe your cause], but it also will raise awareness for our cause.

1 We're proud to announce that this year's event will be held on [date] at [location].

2 Since the event's inception, we've raised over [amount], and this year, we plan on raising even more! So far we are expecting approximately [number of attendee] participants.

Every year, this event wouldn't be possible without the support of local companies who provide valuable products and services so that we can support participants during the event.

Would you be willing to donate **3 [specific item or service that your need] to help make this year's event possible?**

If you wish to support us, I would be happy to provide you with more information.

Thank you for your consideration! With your help, we're one step closer to [your goal]!

Sincerely,

[Name, title, and contact information of organizational leader]

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1 In your letter, you should provide readers with information on the event to give the readers some context.

2 Let the donor know how much you raised in past years to show the impact your event has on the people, communities, or animals you serve.

3 Be specific about what donations you need to ensure that your event is successful.

DONATION REQUEST LETTER FOR AUCTION ITEMS

Subject: We need your help to make our auction a success!

Dear [Donor's name],

My name is [your name] and I'm a part of the team at [nonprofit's name]. At, [nonprofit's name] our goal is to **1** [explain your mission and the problems you hope to solve. You should also mention your past accomplishments.]

We're hosting a [silent/live/online] auction on [date] as a way to raise funds for our cause!

In order to make our auction a reality, we are seeking unique and interesting items to auction off. In previous years we've had contributions like **2** [provide some of examples of items and experiences you've auctioned off in the past].

We would like to ask your company if you'd be willing to donate, [specific item or service].

Your contribution will be vital to helping us succeed in planning our auction. **3** [Briefly explain the impact that their contribution will have on your event *and* organization].

4 If you're interested in learning how you can help our auction, contact our procurement team at [email and phone number]. Or feel free to fill out and send the attached donation request form with your contribution.

As always, your contributions are valuable to the continuation of our cause.

Sincerely,

[Name, title, and contact information of organization leader]

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1 After introducing yourself, provide the reader with a little background on your nonprofit so that the reader can get a sense for your mission.

2 Give potential donors an idea of what items you're looking for by providing examples of past items if possible.

3 Don't just explain how the contribution will go towards your event (the immediate impact their gift will have). You should also explain how the auction itself will help you reach your goals. That way, donors can see the bigger picture.

4 Provide them with the contact information of your procurement team (if you have one) so the reader can get more information if they need it.

DONATION REQUEST LETTER FOR SCHOOLS

Subject: Be [school name]'s next hero!

Dear [Donor's name],

❶ [Open the letter with an attention grabbing story that explains why you're raising funds. For instance, if you're raising money to start an after school art program, share the story of a young student that needs the program to pursue his dream of becoming a graphic designer].

Due to our school's ❷ financial budget, we had to cut back [school supplies/creative classes/ etc.] That's why we've created the [program/club].

While we strive to offer our students the best education possible, we need the resources and supplies to keep our [program/club] running.

We would like to ask that [name of company you're asking for donations] help us continue our after school program by donating [specific item or service].

❸ If you choose to contribute to our school, you will give more than just [product or service]. **You'll be a hero to the students who will be able to [the positive result of your school reaching its goals].**

Please feel free to contact me if you have any additional questions about our program or if you'd like to support us in another way. ❹ If you would like to donate, please fill out and return the attached form with your in-kind donations.

All of us at [school's name] thank you in advance for your support!

Warm regards,
[Name, title, and contact information of organizational leader]

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- ❶ Connect with the reader by sharing a story or describing the challenge you hope to solve with your fundraiser.
- ❷ Explain to readers why you need the funds. It could be because of budget cuts or for a completely different reason.
- ❸ Let readers know how their donation will impact your project and explain how their gift will be used.
- ❹ Make sure to attach a donation request form with your address so that donors know where to send their donations.

SPONSORSHIP LETTERS

Sponsorship letters are often tied to an event like a walkathon, marathon, or fun run. **Participants will often ask their friends and family members to donate a certain amount depending on how many miles they run/walk.**

A request for sponsorship might include a reward or incentive like merchandise with the sponsor's name or tickets to the event.



INDIVIDUAL SPONSORSHIP LETTER

Subject: I need your help to raise funds for [cause]!

Dear [Donor's name],

As you may know, my name is [your name] and ❶ I've been passionate about [describe the cause you're supporting].

That's why I've decided to participate in [name of the event]. [Name of nonprofit hosting event] has organized this event every year since [first year the fundraiser was held]. Their goal this year is to raise [amount].

I'm currently looking for sponsors who would be willing to help me reach my personal goal of [amount]. ❷ Can I count on you to donate [amount] for every mile I run?

Your generosity means the world to me because ❸ [explain the impact that their contribution will have to the nonprofit you're supporting]. As a thank you for your support, I would like to offer you [incentive].

❹ Please donate online at [donation form URL].

I would like to thank you in advance for your support, and I hope to see you at [event] on [date]!

With warm regards,
[Name and contact information of runner/walker]

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- ❶ Before you ask for a donation, let donors know why you're passionate about the nonprofit and its cause. Seeing why you support the organization may encourage your readers to do the same.
- ❷ Ask for a specific amount so your potential readers don't have to guess.
- ❸ Let donors know how the funds will be used and include a personal story of why it's important to you. That way, you can build an emotional connection with your readers that might persuade them to give.
- ❹ Direct potential donors to the place where they can donate so they can support you as soon as they finish reading your letter.

TEAM SPONSORSHIP LETTER

Subject: We can't reach our goal without you!

Dear [Donor's name],

My name is [your name] and I'm the chair of [name of team, club, or group]. **1 [Talk about your team/club/group and its members.** For instance, if you're the head of a little league soccer team, you should mention that your team is for girls under 15 years old. Don't forget to mention your accomplishments!]

While we are proud of our achievements and all the hard work of the people connected to our [team/club/group], there are many expenses associated with running a club and we rely on the support of our community members to keep going.

Would you be willing to sponsor our [team/club/group] so that we can cover 2 [the purchase new uniforms/equipment/travel expenses/etc.]

3 In return for your sponsorship we will [incentive]. If you would liked to sponsor us, please contact me at [email and/or phone number] so that we can discuss the sponsorship in more detail.

Your generosity is greatly appreciated!

Sincerely,

[Name, title, and contact information of team leader]

- 1** Give potential donors background information about your team. If you would like, you can include a personal story to show the impact that you team has in the community.
- 2** Be specific about what the funds will help cover so that potential sponsors know how their money will be used.
- 3** Your incentive could be placing the company's logo on your uniform, selling branding merchandise, and other marketing promotions.

CORPORATE SPONSORSHIP LETTER

Subject: [Nonprofit's name] needs a hero like [name of business]

Dear [Donor's name],

As a leader at [company], you understand the pressing need for **1** [solutions to the challenges in your community]. [Insert emotional story that describes what your nonprofit seeks to achieve].

In an effort to solve some of our community's challenges, we're organizing [event] to raise funds. To make this event a success, we need the support of generous businesses like you!

I'm writing to ask you to sponsor **2 [part of your event that needs sponsorship]. By donating, we'll be able to [insert goal or achievement].**

3 If you would like to learn more about sponsoring our event, you can contact me directly at [phone number].

I hope to hear from you soon. Thank you in advance for your generosity.

Sincerely,

[Name, title, and contact information of organization leader]

- 1** Start your letter by connecting the reader to your cause. Show them how the success of your nonprofit results in a better community.
- 2** Depending on your event, you might need a local business to sponsor the entire event or just a table, for instance.
- 3** Since sponsoring your event requires a larger conversation (usually involving some kind of incentive for the corporation), direct the reader to contact you to discuss the terms in more detail.

STUDENT TRAVEL SPONSORSHIP

Subject: Every student needs to explore, and you can help!

Dear [Donor's name],

My name is [your name] and I attend [school name]. I wish to expand my knowledge by studying abroad for a semester. **1** [Write an emotional explanation of why this trip will be so significant to your educational and personal development.]

While studying abroad is an unforgettable experience, there are also many expenses associated with the trip. **2** **To realize my dream of studying in [location], I need to raise [amount] to afford costs like food, housing, tuition or course fees, and airfare.**

That's where you come in!

3 Would you be willing to sponsor a part of my trip by contributing [amount]? In return I will **4** [insert incentive].

If you would like to support my trip, you can make donations to [URL to online donation form].

I would like to thank you in advance for your support!

With warm regards,
[Student name and contact information]

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1 If you want to encourage readers to give, your story should explain why this trip is important so that donors feel like they are supporting more than just an extended vacation.

2 Let donors know how much you need to raise and exactly what that money will go towards. It could be to pay for your housing while you're abroad or airfare to get to your destination.

3 Ask donors for a specific amount so that readers understand that you don't expect them to donate your entire goal.

4 Provide donors with some kind of incentive. It can be as simple as a small souvenir from your travels abroad.