

## Table of Contents

|   |    |
|---|----|
| Chapter 1: Introduction .....   | 5  |
| Chapter 2: Step By Step Guide to Writing Fundraising Letters .....                            | 6  |
| Chapter 3: Fundraising Letter Checklist .....   | 12 |
| Chapter 4: Sample Words and Phrases .....   | 13 |
| Chapter 5: Donation Letters.....  | 18 |
| Chapter 5.1: Donation Request Template & Response Card.....                                   | 19 |
| Chapter 5.2: Donation Request for Church Mission Trip.....                                    | 21 |
| Chapter 5.3: Donation Request for Historical Society Project .....                            | 24 |
| Chapter 5.4: Donation Request for Scout Day Camp .....  | 28 |
| Chapter 5.5: Donation Request for a Fire Department .....                                     | 30 |
| Chapter 5.6: School Sports Supporter Request.....   | 31 |
| Chapter 6: Donation Letters Sent by Individuals.....  | 32 |
| Chapter 6.1: “100 Friends Project” Style Letter .....   | 32 |
| Chapter 6.2: American Liver Foundation Run for Research .....                                 | 35 |
| Chapter 6.3: Breast Cancer Action .....   | 37 |
| Chapter 6.4: Vermont Division, All America Chapter, National Multiple Sclerosis Society ..... | 38 |
| Chapter 7: Requests for Goods or Services .....   | 39 |
| Chapter 7.1: New Horizons Foundation, Romania .....   | 39 |
| Chapter 7.2: Food Donation Request, Elementary School .....                                   | 42 |
| Chapter 7.3: Request for Supplies, Berlin Little League .....                                 | 43 |
| Chapter 8: Request for Prize Donations.....   | 44 |
| Chapter 8.1: Request for Prize Donation Template .....  | 45 |
| Chapter 8.3: Silent Auction Donation Request.....   | 47 |
| Chapter 8.4: Raffle Donation Request, Sports Team.....  | 48 |
| Chapter 9: Event Related Letters .....  | 49 |
| Chapter 9.1: Center Stage Theatre Dinner & Silent Auction.....                                | 49 |
| Chapter 9.2: March for Markley Registration Form .....  | 50 |
| Chapter 10: Corporate Sponsorships .....  | 52 |
| Chapter 10.1: Planning a Corporate Sponsor Program .....                                      | 52 |
| Chapter 10.2 Corporate Sponsor Request Letter Template .....                                  | 55 |
| Chapter 10.3: Golf Tournament Sponsorships.....   | 56 |
| Chapter 10.4: Columbus Blues Alliance.....  | 58 |
| Chapter 10.5: Corporate Sponsorship, Elementary School .....                                  | 61 |
| Chapter 10.6: Business Donation Request, High School Band .....                               | 62 |
| Chapter 10.7: March for Markley Sponsorship Request .....                                     | 63 |
| Chapter 11: Thank You Letters.....  | 64 |
| Chapter 11.1: Thank You Letter Generic Template .....   | 64 |
| Chapter 11.2: Thank You Letter for Prize Donations .....                                      | 65 |
| Chapter 12: Conclusion.....   | 66 |