## I'm not a robot



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[Date][Donor Name][Donor Title][Company / Organization][Street Address][City, State ZIP] Subject: Support Our 2025 Annual Fund DriveDear [Donor Name], Thank you for your ongoing commitment to strengthening our community through compassionate support. Last year, your generosity helped provide after-school tutoring to more than 400
students, resulting in a 22 percent improvement in reading scores. As we launch our 2025 Annual Fund Drive, we hope to reach an ambitious goal of $150,000 by July 31. These funds will expand our tutoring program to three additional neighborhoods, supply updated learning materials, and train 50 new volunteer mentors. Would you consider
renewing your support with a gift of $500? Any amount is meaningful, and every dollar directly funds student resources. You can donate online at [organization-site.org/donate] or mail a check using the enclosed reply card. On behalf of the students who will benefit from your kindness, thank you for considering this request. I look forward to
celebrating the progress your gift will make possible. Sincerely, [Signature] [Your Name] [Street Address] [City, State ZIP] [Date] [Potential Donor Name] [Street Address] [City, State ZIP] [Signature] [Your Name] [Street Address] [City, State ZIP] [Date] [Potential Donor Name] [Street Address] [City, State ZIP] [Signature] [Your Name] [Street Address] [Signature] [Your Name] [Street Address] [Signature] [Your Name] [Yo
TechnologyDear [Potential Donor Name], Our Parent-Teacher Organization is determined to equip every classroom at [School Name] with interactive smart boards before the next academic year. Modern tools enhance engagement and prepare students for a digital future. To reach the $40,000 goal, we invite local businesses and families to sponsor
one smart board at $1,600 each or contribute any amount toward the fund. Donors will be recognized on a permanent plaque inside the main hallway and highlighted in our newsletter. You may contribute through our secure portal at [pto-site.org/tech] or by check payable to [School Name PTO]. All gifts are tax-deductible, and receipts are provided
immediately. Thank you for investing in the education of our 620 students. With your help, we can transform learning for years to come. Warm regards, [Signature] [Name of PTO President] Proposition of our 620 students. With your help, we can transform learning for years to come. Warm regards, [Signature] [Name of PTO President] Proposition of our 620 students. With your help, we can transform learning for years to come. Warm regards, [Signature] [Name of PTO President] Proposition of our 620 students. With your help, we can transform learning for years to come. Warm regards, [Signature] [Name of PTO President] Proposition of our 620 students. With your help, we can transform learning for years to come. Warm regards, [Signature] [Name of PTO President] [Name of PTO PTO President] [Name of
[Donor Name][Street Address][City, State ZIP]Subject: Help Us Purchase a New Neonatal Intensive Care Unit at [Hospital Name] cares for more than 300 premature infants. Currently, two of our ventilators have exceeded their recommended service life, and a state-of-the-art replacement costs
$95,000. Your previous philanthropic leadership has saved countless lives within our walls. A gift of $10,000 or any amount you feel comfortable giving will bring us closer to acquiring this critical equipment. All donors over $5,000 will be recognized in our annual report and invited to a private tour of the NICU. Please donate using the enclosed pleage
form or online at [hospital-foundation.org/ventilator]. If you have questions, I would welcome the opportunity to speak with you personally. Thank you for considering this life-changing investment. Gratefully, [Signature] [Your Name] [City, In the considering this life-changing investment. Thank you for considering this life-changing investment. The changing investment is life-changing investment is life-changing investment. The changing investment is life-changing investment is life-changing investment. The changing is life-changing investment is life-changing investment in the changing investment in the
State ZIP][Date][Donor Name][Street Address][City, State ZIP]Subject: Urgent Request for Flood Relief DonationsDear [Donor Name], The recent floods across [Region] have displaced more than 10,000 residents and destroyed essential infrastructure. Our volunteers are on the ground distributing food, water, and medical supplies, but resources are
running low. A donation of $100 provides a family of four with emergency food and hygiene kits for a week. Larger gifts help fund temporary shelters and clean-up efforts. You can donate online at [relief-org.org/flood2025] or via the enclosed remittance envelope. Your swift response will bring vital relief and hope to families facing unimaginable
hardship. Thank you for standing with us. With appreciation, [Signature] [Name] Relief Coordinator [Phone] | [Email] Sample 5: Animal Shelter Sponsorship [Your Name] [Street Address] [City, State ZIP] Subject: Sponsor a Kennel and Save Homeless
PetsDear [Donor Name], Last year, [Animal Shelter Name] rescued 1,200 dogs and cats, providing medical care, nutrition, and loving foster homes. We recently expanded to include ten new kennels, each requiring $2,000 for annual upkeep. By sponsoring a kennel, you will fund vaccinations, spay-neuter services, and daily care for every animal that
calls that space home. Sponsors receive a personalized plaque on their kennel and quarterly updates with photos of the pets they are supporting. Please visit [shelter-site.org/sponsor] or return the enclosed form to become a sponsor today. Together, we can give every pet a second chance. Kind regards, [Signature] [Your Name] Development
Manager[Phone] | [Email]Sample 6: Community Library Expansion[Your Name][Street Address][City, State ZIP][Date][Donor Name][Street Address][City, State ZIP][Subject: Help Us Build the New Reading GardenDear [Donor Name][Street Address][City, State ZIP][Date][Donor Name][Street Address][City, State ZIP][Subject: Help Us Build the New Reading GardenDear [Donor Name][Street Address][City, State ZIP][Subject: Help Us Build the New Reading GardenDear [Donor Name][Street Address][City, State ZIP][Subject: Help Us Build the New Reading GardenDear [Donor Name][Street Address][City, State ZIP][Subject: Help Us Build the New Reading GardenDear [Donor Name][Street Address][City, State ZIP][Subject: Help Us Build the New Reading GardenDear [Donor Name][Street Address][City, State ZIP][Subject: Help Us Build the New Reading GardenDear [Donor Name][Street Address][City, State ZIP][Subject: Help Us Build the New Reading GardenDear [Donor Name][Street Address][City, State ZIP][Subject: Help Us Build the New Reading GardenDear [Donor Name][Street Address][City, State ZIP][Subject: Help Us Build the New Reading GardenDear [Donor Name][Street Address][City, State ZIP][Subject: Help Us Build the New Reading GardenDear [Donor Name][Street Address][City, State ZIP][Subject: Help Us Build the New Reading GardenDear [Donor Name][Street Address][City, State ZIP][Subject: Help Us Build the New Reading GardenDear [Donor Name][Street Address][City, State ZIP][Subject: Help Us Build the New Reading GardenDear [Donor Name][Street Address][City, State ZIP][Subject: Help Us Build the New Reading GardenDear [Donor Name][Street Address][City, State ZIP][Subject: Help Us Build the New Reading GardenDear [Donor Name][Street Address][Street Address]
announce plans for an outdoor Reading Garden that will host storytimes, book clubs, and guiet study areas. Construction costs total $60,000, of which we have raised $38,000 so far. A gift of $250 purchases a native tree, while $1,500 funds a custom reading bench. Donors will be acknowledged on a beautifully engraved donor wall at the garden
entrance.Contributions can be made online at [library-friends.org/garden] or by check payable to Friends of the Library Chair[Phone] | [Email]Sample 7: Youth Sports Team Fundraiser[Coach Name]Head Coach, [Team Name]
[Street Address][City, State ZIP][Date][Potential Sponsor Name][Company][Street Address][City, State ZIP]Subject: Support the [Team Name] on the Road to National Championships in [City] on August 12-15. Travel, lodging, and tournament fees for 18
student-athletes total $18,000. Your business can sponsor a player for $1,000 or contribute toward team travel costs at any level. Sponsors will be featured on team jerseys, social media shout-outs, and local press releases. Please complete the sponsors will be featured on team jerseys, social media shout-outs, and local press releases.
chance to compete at the highest level and represent our community with pride. Thank you for your consideration, [Signature] [Coach Name] [Email] Sample 8: College Scholarship Fund Appeal [Foundation Name] [Street Address] [City, State ZIP] Subject: Invest in the Scholars of
TomorrowDear [Donor Name], Since 2010, the [Foundation Name] Scholarship Fund has awarded $500,000 in tuition costs mean our scholars need us more than ever. A contribution of $2,500 grants a semester of tuition relief, while gifts of any amount combine to create life-changing
opportunities. Scholarships are awarded based on academic merit and financial need. Donors receive personal thank-you letters from recipients and annual impact reports. Give online at [foundation-site.org/donate] or mail your gift using the enclosed envelope. Thank you for empowering the next generation of leaders. With gratitude, [Signature]
[Name]Scholarship Committee Chair[Phone] | [Email]Sample 9: Environmental Conservation Campaign[Organization Name][Street Address][City, State ZIP][Date][Donor Name], Wetlands in [Region] filter water, control flooding, and provide habitat
for hundreds of species. Unfortunately, commercial development threatens 500 acres of this vital ecosystem. Our Save the Wetlands Campaign seeks $250,000 to purchase and conserve the land permanently. Gifts over $1,000 secure naming opportunities for trails or observation decks, while every donation safeguards water quality and wildlife. Please
make your gift online at [enviro-org.org/savewetlands] or return the commitment form enclosed. Together, we can preserve these wetlands for generations. Respectfully, [Signature] [Name] [Church Name] [Church Name
[Street Address][City, State ZIP]Subject: Join Us in Building the Community Outreach Center that will host food distribution, financial literacy workshops, and youth mentoring. With architectural plans in hand, we now need $800,000 to break
ground.Prayerfully consider a three-year pledge of $5,000 or any amount meaningful to you. Pledge cards are attached, and gifts may be fulfilled monthly, quarterly, or annually. Thank you for being a cornerstone of this church family and for helping us extend God's love to our neighbors. Blessings, [Signature] [Pastor Name] Senior Pastor [Phone]
[Email]Sample 11: Performing Arts Center Seat Campaign[Development Director Name][Performing Arts Center][Street Address][City, State ZIP]Subject: Name a Seat and Celebrate the ArtsDear [Patron Name], This fall, we will unveil a renovated 600-seat theater featuring improved acoustics and
accessibility. We invite you to leave a lasting legacy by naming a seat for $750. Your personalized plaque will honor a loved one, commemorate a special occasion, or simply show your leave a lasting legacy by naming a seat for $750. Your personalized plaque will honor a loved one, commemorate a special occasion, or simply show your leave a lasting legacy by naming a seat for $750. Your personalized plaque will honor a loved one, commemorate a special occasion, or simply show your leave a lasting legacy by naming a seat for $750. Your personalized plaque will honor a loved one, commemorate a special occasion, or simply show your love of the arts. Proceeds fund youth theater workshops, free community concerts, and artist residencies.
any questions. Thank you for shining the spotlight on creativity in our city. Appreciatively, [Signature] [Development Director Name] [Street Address] [City, State ZIP] [Donor Name] [Street Address] [City, State ZIP] [Subject: Advance Breakthrough
Research in Parkinson's DiseaseDear [Donor Name], Our laboratory has identified a promising protein that may slow the progression of Parkinson's disease. To move this discovery to clinical trials, we must raise $1.2 million for advanced testing and regulatory submissions. A leadership gift of $25,000 helps fund lab technicians and equipment, while
every contribution accelerates hope for the six million individuals living with Parkinson's worldwide. Donors receive quarterly scientific updates and invitations to exclusive research briefings. Please donate via [research-site.org/give] or the enclosed pledge card. Together, we can turn scientific updates and invitations to exclusive research briefings. Please donate via [research-site.org/give] or the enclosed pledge card. Together, we can turn scientific updates and invitations to exclusive research briefings. Please donate via [research-site.org/give] or the enclosed pledge card. Together, we can turn scientific updates and invitations to exclusive research briefings.
[Name]Director of Development[Phone] | [Email]Sample 13: Food Bank Holiday Drive[Food Bank Holiday Dri
distribute 5,000 holiday meal boxes containing fresh produce, turkey, and pantry staples. Each box costs $40 to assemble and deliver. Would you consider sponsoring five families with a $200 gift? Donations are accepted online at [foodbank-site.org/holiday] or by mail. All contributions qualify for a state tax credit under the Neighborhood Assistance
Program. Thank you for sharing the spirit of the season with neighbors in need. With gratitude, [Signature] [Name] [University Name] [Street Address] [City, State ZIP] [Date] [Alumnus / Alumna Name] [Graduation Year] [Street Address]
[City, State ZIP]Subject: Double Your Impact on Giving Day, May 28Dear [Alumnus / Alumna Name], On May 28, alumni gifts will be matched dollar-for-dollar up to $250,000 by the Class of 1995 Endowment. Your support funds scholarships, research grants, and campus sustainability projects. A contribution of $100 becomes $200, helping a student
attend a national conference or purchase vital lab equipment. Make your gift at [university-site.edu/givingday] between midnight and 11:59 p.m. Eastern to unlock the match. Show your pride and shape the future of [University Name]. Thank you for your lasting loyalty. Cordially, [Signature] [Director of Alumni Relations Name] [University Name] attend a national conference or purchase vital lab equipment. Make your gift at [university-site.edu/givingday] between midnight and 11:59 p.m. Eastern to unlock the match. Show your pride and shape the future of [University Name].
Relations[Phone] | [Email]Sample 15: Arts Education Nonprofit Mame][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZiP]Subject Circle Monthly Giving ProgramDear [Donor Name][Street Address][City, State ZiP]Subject Circle Monthly Giving ProgramDear [Donor Name][St
year. By joining our Creative Circle with a monthly gift of $30, you will cover art supplies for one child every month. Members receive behind-the-scenes videos, student artwork, and invitations to an annual appreciation reception. Enrollment is quick at [arts-org.org/monthly]. Thank you for nurturing creativity and confidence in our youth. Warm
regards,[Signature][Name]Monthly Giving Coordinator[Phone] | [Email]Sample 16: Community Garden Tool Drive[Garden Coordinator Name][Street Address][City, State ZIP]Subject: Seed, Sow, and Grow With UsDear [Neighborhood Resident Name][Street Address][City, State ZIP]Subject: Seed, Sow, and Grow With UsDear [Neighborhood Resident Name][Street Address][City, State ZIP]Subject: Seed, Sow, and Grow With UsDear [Neighborhood Resident Name][Street Address][City, State ZIP]Subject: Seed, Sow, and Grow With UsDear [Neighborhood Resident Name][Street Address][City, State ZIP]Subject: Seed, Sow, and Grow With UsDear [Neighborhood Resident Name][Street Address][City, State ZIP]Subject: Seed, Sow, and Grow With UsDear [Neighborhood Resident Name][Street Address][City, State ZIP]Subject: Seed, Sow, and Grow With UsDear [Neighborhood Resident Name][Street Address][City, State ZIP]Subject: Seed, Sow, and Grow With UsDear [Neighborhood Resident Name][Street Address][City, State ZIP]Subject: Seed, Sow, and Grow With UsDear [Neighborhood Resident Name][Street Address][City, State ZIP]Subject: Seed, Sow, and Grow With UsDear [Neighborhood Resident Name][Street Address][City, State ZIP]Subject: Seed, Sow, and Grow With UsDear [Neighborhood Resident Name][Street Address][City, State ZIP]Subject: Seed, Sow, and Sow, an
Name], Our garden plots teach sustainable agriculture, provide fresh produce to low-income families, and beautify the neighborhood. To prepare for spring, we need new shovels, wheelbarrows, and irrigation hoses totaling $6,500.A donation of $75 buys a wheelbarrows, while $25 purchases a set of hand tools. Contributions are accepted at [garden buys a wheelbarrows, while $25 purchases a set of hand tools.]
site.org/tools] or by check payable to [Community Garden Association]. Join us in cultivating healthy food and stronger community bonds. Thank you for your support. Sincerely, [Signature] [Garden Coordinator Name] [Street
Address][City, State ZIP][Date][Patron Name],Our museum recently acquired a rare collection of Civil War letters that require specialized conservation to halt deterioration. The total preservation cost is $45,000, which covers de-
acidification, archival housing, and digital scanning. Your leadership gift of $5,000 will sponsor one month of conservation work and include recognition on the exhibit panel. Gifts of any size bring us closer to safeguarding these invaluable primary sources. Please contribute online at [museum-site.org/preserve] or call me directly to discuss sponsorship
opportunities. Your dedication to history ensures these voices from the past endure. Respectfully, [Signature] [Curator Name] (Curator Name] (Curator Name) | [Email] Crafting the perfect fundraising letter can turn a casual supporter into a dedicated donor by combining heartfelt storytelling with a clear call to action. Below... Expressing sincere
gratitude to donors is essential for building lasting relationships and showing appreciation for their generosity. These 17 heartfelt thank you letter samples are... Even in the digital age, a donation letter is still one of the most direct and effective ways to raise money for your cause. That's because donation letter is still one of the most direct and effective ways to raise money for your cause. That's because donation letter is still one of the most direct and effective ways to raise money for your cause.
they're direct mail appeals or email messages, tailored to a specific campaign or event, or asking for more general support. You can't really go wrong with a well-written, concise appeal for donations. But how do
you promote it to potential donors? Or, if you're mailing physical messages, how do you let support and awareness for your cause. And thanks to the plethora of powerful resources available to organizations
like yours, you can make the most of this fundraising opportunity while making the most of the time and money put into your own mission. However, you have to make sure you're hitting all the essentials. Then, you can customize and personalize your letter to
really catch your donors' attention. Let's walk through common examples of donation letters, starting with a template of the basic format to follow: Use the list above to jump to a particular letter template, or just follow along with us from the top. We'll wrap up with a few of our pro tips to make your donation letters as impactful as possible. Let's get
started! Bonus resource! Once you've used these templates to write your fundraising letter, head to GivingMail to use their direct mailing services to get your letters in supporters' hands! This allows your team to send appeals to the largest number of recipients in the most efficient way possible, allowing you to put your time and money into what
matters: your mission. Donation Letter Templates: 10 Common Examples Let's start with the basics. Here's a template of the essential elements that any effective donation letter will include: Salutation. Greet your potential donor with a friendly opening, and personalize it with their name whenever possible. You might need to do this manually, or you
can use nonprofit software and marketing tools to automatically populate names into your letters and emails. By including supporters' names and addresses on your letters, case studies show that you can increase your response rate by 14%, average gift size by 19%, and overall revenue by an astonishing 31.5%! Explanation of your mission. If your
recipient isn't very familiar with your organization, a concise explanation of your mission and purpose is important. This is the "hook," the first place to encourage readers to emotionally connect with your mission and purpose is important. This is the "hook," the first place to encourage readers to emotionally connect with your mission and purpose is important. This is the "hook," the first place to encourage readers to emotionally connect with your mission and purpose is important. This is the "hook," the first place to encourage readers to emotionally connect with your mission and purpose is important. This is the "hook," the first place to encourage readers to emotionally connect with your mission and purpose is important. This is also the place to
acknowledge that. Your project, event, or needs. Next, briefly explain what you're fundraising for. Why are you sending the letter? It might be a specific project or event that needs funding, or you might be sending letters to matching-gift
eligible donors to encourage them to submit their match. Whatever the reason, be exact and transparent about it. Compelling details. In the middle section, add some compelling details to help illustrate your needs. Describe your project or event and the impact it will have on your community. Provide examples of your past work, or share a story about
a particular constituent or campaign. This is where you should focus on engaging your reader emotionally to motivate them to take action. A specific request. Next, clearly state your specific amount, but make it clear that any support will be
appreciated. If possible, tie your request to a specific impact it will have. For example: "Your donation of $25 will help provide a backpack full of school supplies for a local student in need." A call-to-action. Wrap up your letter with the concrete next steps that you want the reader to take. This will depend on the exact purpose of the letter. For an
email, include a direct link to your donation page. For a physical letter, provide clear instructions for readers to send you a check or find your online donation page. The main idea is to focus your letter around one key goal. Depending on your exact goal for the letter, you may choose to promote your main donation page, recurring gift options, event
registration page, or volunteer sign-up form. Never overwhelm your readers to. Create a Snowball account to cover your bases with a free online donation page. By sticking to the essentials outlined in this basic
template, you'll already be ahead of the game and boost your chances of success. Now, you're ready to adjust your letter a bit more based on your specific goals, community, or project. Let's walk through some common examples. 2. Donation Letter Template: Donation Request Dear [name], We here at [your organization] are so proud of our recent
work to [provide a few details about your past initiatives], and we'd like to thank you for being a part of our community. However, our mission to [short description of your organization's mission] is a 24/7 undertaking! We need your help to continue our work. [Provide illustrative details about your needs. Why are you sending them the letter?] Past
campaigns have enabled us to [provide an example or two of your organization's impact]. As a nonprofit organization, though, we completely rely on community members like you. Would you please consider making a donation of [a specific
amount] to help us [refer back to your organization's needs or next project]? If you'd like to make a gift, please visit our donation page here: [if an email, include a direct link] [if a physical letter, provide basic instructions for finding your website or sending a check] Any and all support is greatly appreciated. We're just excited to get to work! Thank
you for being a part of our community and our story. Sincerely, [Your name and title, not simply the name of your organization] This fairly general donation letter template covers all the bases. It describes your purpose for fundraising, highlights your organization.
and you're good to go! 3. Donation Letter Template: Events Dear [name], We here at [organization name] are excited to announce our upcoming event, [event name/title], coming up on [date]. [In a few sentences, describe the purpose, nature, and impact of the event, including specific activities or special opportunities.] As a member of our
community, we'd love to invite you to join us! However, we need some extra help to make sure everything goes off without a hitch. Would you please consider chipping in a donation of [a specific impact of the requested donation]. If you'd like
to make a gift, please visit our donation page here: [if an email, include a direct link] [if a physical letter, provide basic instructions for finding your website or sending a check]. Or, contact us at [email address or phone number] to discuss our upcoming event and how you can get involved. Thank you so much for your support, and we hope to see you
soon! Sincerely, [Your name and title] Depending on the specifics of your event, you might promote one of several different giving methods (like online donations, text-to-give, in-kind contributions, or volunteering). Adapt the essential components to your particular needs for the event.
However, keep the content of the letter itself focused on one main request. Short and sweet will always be more compelling! Just be sure to tell readers where to learn more or get involved if they want to. ">">Take a Personalized Tour Schedule a demo with one of our fundraising consultants. We'll show you how the Snowball platform has benefited
other nonprofit organizations, and how it can help you. See How It Works 4. Donation Letter Template: Online Fundraising Dear [name], We here at [your organization] would like to thank you for being a part of our community. With the support of our friends and neighbors like you, we've been able to accomplish so much over the past year. [Include a
amount] to help us kick off our campaign? Please visit our donation page [include a direct link] to get started. [Add a button that says "Donate Here," if possible.] For helping us kick off our campaign, we'd love to offer you a special thank you. [Offer some kind of incentive for online donors, like a social media shout out, merchandise
coupon, event or raffle ticket, etc.] Stay tuned for more updates on our campaign! Thanks so much for your support, and we hope to hear from you soon. Sincerely, [Your name and title] While the other templates in this post can be adapted for both email and physical donation letters, this one is intended to be sent as an email. For an online
fundraising campaign, your recipients will most likely all have donated to your organization (or at least engaged with it) via online fundraising push, and use a clear CTA, like a button, to funnel readen to your newest online fundraising push, and use a clear CTA, like a button, to funnel readen to your newest online fundraising push, and use a clear CTA, like a button, to funnel readen to your newest online fundraising push, and use a clear CTA, like a button, to funnel readen to your newest online fundraising push, and use a clear CTA, like a button, to funnel readen to your newest online fundraising push, and use a clear CTA, like a button, to funnel readen to your newest online fundraising push, and use a clear CTA, like a button, to funnel readen to your newest online fundraising push, and use a clear CTA, like a button, to funnel readen to your newest online fundraising push, and use a clear CTA, like a button, to fund to your newest online fundraising push, and use a clear CTA, like a button, to funnel readen to your newest online fundraising push, and use a clear CTA, like a button, to fund to your newest online fundamental push.
directly to your donation page. Get creative to incentivize early-bird donors, too! If you know that some of your donors are matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible, include information on how to access a matching-gift eligible.
fundraising campaign stand out to busy supporters. 5. Donation Letter Template: Pledge Campaigns Hi [name], We need your help to reach our pledge goal of [total financial goal for the campaign - disaster relief, social or political advocacy, annual
fundraising, etc.], and we know we can count on our community to help us get there. At [your organization], we work hard every day to pursue our mission of [your mission], and our friends and neighbors like you. Pledge your support
of [one or a few specific dollar amounts] now with our quick pledge tool: [provide a direct link to your pledge tool] Please note: [Explain the unique pledge conditions of your campaign, like triggers or matching periods]. Together we can make a huge difference in our community! Thanks in advance for your support! Be sure to share our fundraising
challenge with your friends and family, and feel free to get in touch if you have any questions. Sincerely, [Your name and title] Pledge fundraising campaigns are a unique way to raise support around a specific goal quickly. Check out our complete quide to pledge campaigns here for more information, including explanations of the pledge conditions
mentioned in the template. No matter the specifics of your pledge campaign, the main idea is to be short and to-the-point. These campaigns are all about speed and quick emotional connection. Remind readers of why the work you do is important, and then challenge them to get involved. You can collect the pledges later, but your goal right now
should simply be to mobilize support. 6. Donation Letter Template: P2P Fundraising Campaigns Hi! I'm raising money on behalf of [your organization's age] years, this organization has pursued its mission and enriched our community. Now, I'm excited to
be lending my own support to their cause, and I hope you'll join me! To reach my own personal goal for this campaign, I need to raise [the volunteer's fundraising goal]. Would you consider making a donation of [a specific amount] or helping me to spread the word online? Check out my donation page here [include a link to the volunteer's P2P]
donation page] to make a contribution or to learn more about [your organization]. [Include any information here if your P2P campaign involves events, like festivals, 5Ks, etc., and how donors can register to get involved.] This cause means a lot to me, so thank you for your support! [The volunteer's name] Peer-to-peer fundraising campaigns involved.]
your supporters raising money on your organization's behalf by setting up their own basic donation pages and then promoting them online to friends and family. You'll need to provide supporters and volunteers with a template like this one to make it easy for them to hit all the essentials in their donation requests, social media posts, and emails. Make it easy for them to hit all the essentials in their donation requests, social media posts, and emails.
sure your template mentions a specific fundraising goal and includes links back to the volunteer's donation page, not just your organization's website. The main idea is to empower and engage your supporters. After all, these campaigns are effective because the audience will feel compelled to support their loved one's passions, not necessarily to
support your organization that they may not have heard of before. 7. Donation Letter Template: Sponsorship Requests Dear [name], and I work for the local nonprofit organization, we work to [short description of your organization], as a development and fundraising professional. If you haven't heard of our organization, we work to [short description of your organization], as a development and fundraising professional. If you haven't heard of our organization, we work to [short description of your organization], as a development and fundraising professional.
mission], and we've [brief examples of your impact over recent years]. In fact, last year we raised upwards of [fundraising total] in support of our two organizations align very well. A partnership could greatly benefit both of us, with more stable support for our work and
extremely positive promotions of your brand to our loyal audience of supporters. Please feel free to explore our organization's history and work here [include a link to your website], and don't hesitate to get in touch at [your email address or phone number]. We can discuss arranging a structured partnership, a one-time donation, or anything else!
We're always excited to work with new partners in the community, and we hope you'll join us! Best wishes, [Your name and title] This donation letter template is a bit more formal because requesting a sponsorship from a business (of any size) is really like arranging a partnership. You need to offer the business something in return, usually positive
publicity at your events or online, for them to consider making a sizable gift. Here's a pro tip for identifying potential sponsors: Implement a matching gift search tool into your donors. Check out the Mercy Corps matching gifts
page for an idea of what this looks like in action. 8. Donation Letter Template: New Nonprofits Dear [name], We're [your organization's age] ago to help support and lead [your mission] in [your city, town, or state]. We're reaching out to you as a
neighbor with a vested interest in seeing our community thrive. [Be more specific if you're writing to a particular audience.] But getting a foothold as a new nonprofit is a huge challenge. Raising awareness for our cause and our work is crucial if we're going to make any kind of long-term impact! Would you consider making a donation of [specific
amount] to get us one step closer to our fundraising goal of [total]? If we reach this target goal before [date], we'll be able to [the specific goal of this campaign, like renting an office space or hosting your first event], and you can help us get there! Please visit our donation page here to get started: [include a direct link] Also, please explore our
website [include a direct link] or follow us on social media [include a direct link] to learn more about our mission and the partners who have already joined our cause. Together we can make a difference in our community! Please reach out to me at [email address or phone number] if you have any questions about our organization or how you can get
involved. Thanks, and we hope to hear from you soon! [Your name and title] Brand new nonprofits have a few major challenges ahead of them - securing initial funding, setting up key partnerships, and establishing an original base of support. Larger grants for startup organizations (learn more about grant writing here) will most likely make up the
bulk of your initial funding, but using letters like this one to find actual communities of supporters is essential in your early days. It's usually not a good idea to include too many calls-to-action in a single letter, but giving your readers the option to donate, follow you on social media, or just learn more about your organization will cover your bases
Every little bit of engagement and attention counts! Make sure you've got a donation tool set up and a way to track the donations you receive. You'll want to immediately focus on building relationships with those first donors. Snowball's all-in-one fundraising software makes it easy to raise more for your nonprofit. Get Started Today 9. Donation Letter
Template: Schools Dear [name], [Your school's name] needs your support! My name is [your name], and I'm part of the [your role - the school's PTA, administrative team, teacher, etc.]. Every year, we work hard to provide the best possible educational and extracurricular activities for our students, but we can't do it alone. Our tight budget has
recently forced us to [provide a specific example or two - cut down on afterschool programs, etc.]. But we know we can count on our community to help us close the gap. Would you consider making a donation of [specific amount] to contribute to our fund for [describe your campaign's purpose or goal]? A gift of [amount] will allow us to [the specific amount] to contribute to our fund for [describe your campaign's purpose or goal]? A gift of [amount] will allow us to [the specific amount] to contribute to our fund for [describe your campaign's purpose or goal]? A gift of [amount] will allow us to [the specific amount] to contribute to our fund for [describe your campaign's purpose or goal]? A gift of [amount] will allow us to [the specific amount] to contribute to our fund for [describe your campaign's purpose or goal]? A gift of [amount] will allow us to [the specific amount] to contribute to our fund for [describe your campaign's purpose or goal]? A gift of [amount] will allow us to [the specific amount] to contribute to our fund for [describe your campaign's purpose or goal]? A gift of [amount] will allow us to [the specific amount] to contribute to our fund for [describe your campaign's purpose or goal]? A gift of [amount] will allow us to [the specific amount] to contribute to our fund for [describe your campaign's purpose or goal]? A gift of [amount] will allow us to [the specific amount] to contribute to our fund for [describe your campaign's purpose or goal]? A gift of [amount] will allow us to [the specific amount] to contribute to our fund for [describe your campaign's purpose or goal]? A gift of [amount] will allow us to [the specific amount] to contribute to our fund for [describe your campaign's purpose or goal]? A gift of [amount] will allow us to [the specific amount] to contribute to our fund for [the specific amount] to [the s
impact of a donation, tied to the campaign's main purpose]. Please visit our donation page here if you'd like to get started: [provide a direct link]. Or, reach out to us at [email address or phone number] to talk about our school's next event, like a fall festival] is coming up soon, and
we'd love to see you there! Get your tickets now: [provide a direct link]. Together we can continue making our school an environment of excellence for our kids. Thank you! [Your name and title] School fundraising is a round-the-clock undertaking! Thankfully, schools are also fairly tight-knit communities, and every parent wants the best for their
child's school. Tap into that shared desire by clearly emphasizing your needs and making it easy for them to get involved. Quickly mention any upcoming opportunities or events, as well. Use this template to make sure you're including all the essentials in your next email blast or mailed letter to your community of parents. Then, adapt it to your
particular goals, projects, and fundraising ideas. 10. Donation Letter Template: Churches Dear [name], [Begin with a story focused on your church's recent successes, such as growth in member by thanking them for being a supportive part of your
community.] While we feel blessed to have been able to [refer to successful project or campaign]. Would you consider contributing [specific amount] to help us work toward our mission? Together, we can reach our
community's goals. On behalf of our church community at [your church's name], I thank you in advance for your support. You can give online here: [include a direct link]. Or, you can use our text-to-tithe tool to give on the go: [include text-to-tithe instructions]. Feel
free to reach out to me at [email address or phone number] if you have questions about our new project. Gratefully yours, [Name of a leader in your church] while they can't always fundraise the same way as 501(c)(3) nonprofits, churches are community-focused organizations that nonetheless rely on their members, supporters, and neighbors for
support. Fundraising letters have always been a powerful tool for church fundraising teams to accomplish a wide range of tasks. Reach out to your community with a concise, heartfelt letter explaining why you need support. Many churches have found great success with text giving tools in recent years, so be sure to promote that outlet, as well. This is
a fairly basic example, so check out our complete guide to writing church fundraising tools. Having those outlets ready to actually accept and process donations of all sizes get set up quickly with powerful but easy-to-use fundraising tools. Having those outlets ready to actually accept and process donations of all sizes get set up quickly with powerful but easy-to-use fundraising tools.
is essential, but how will you let potential donors know when and how to use them? Here are a few of our own pro tips for maximizing your success with donation letters: Tell a story. The templates above cover the essentials, but you have to emotionally connect with your readers to motivate them to give. Do that by telling a story about your
organization, your mission, your constituents, and your needs. Check out this guide to nonprofit storytelling techniques for more examples. Include visuals or extra materials. If you're sending an email, include a picture or two in your message to illustrate your work and community. For physical letters, including a pamphlet, card, or one-pager
(especially when you're promoting a specific project or trying to secure a sponsorship) can be a good idea. Think about your mailing list into discrete groups, and then tailor your letters to those audiences. For instance, you should write different
letters to your recurring donors and to your lapsed donors to really maximize their engagement with your messages. Be specific amount of money in each letter. Vague requests are much less compelling for donors. However, this also applies to the type of donation; if you're looking
to increase your number of recurring donors, specifically ask readers to consider setting up recurring donations! Be conversational. Again, these letters are all about connecting emotionally, reminding readers of their relationship to your cause, and quickly making a donation request. Avoid using internal fundraising lingo and focus on being
personable and warm with your wording. The one exception might be a corporate sponsorship letter, depending on the nature and scope of the partnership you're hoping to form. Track data. This step is critical to ensure your donation letters are constantly improving. Always collect and track some form of engagement data when you send a donation
letter. This could be as simple as recording how many donations your physical letter campaign generated. For email and social media posts, it's a little easier to track engagement with your message, and make sure your donation tools make it easy to report data back
to your CRM or central data center. Partner with a direct mail fundraising company. You might assume that working with a direct mail fundraising platform to send out donation letters is more costly, and therefore detract from your mission. Not so fast! With a powerful and low-cost partner like GivingMail, you can raise more for your campaign for
less than it would cost for paper, ink, envelope, and stamps on your own! That way, your own fundraising Before we close out this guide, let's walk through the Snowball formula for successful fundraising in the digital age. This
philosophy guides the development of all of our donation tools: Don't kill the donor's buzz. Donating should be fast and easy, and donors should feel great while they're doing it. Never slow them to give in the first place. Secure a card to
 streamline the process. Once you've built a relationship with a donor, encourage them to save their card information on file with you. Not having to enter in payment information the next time they want to donate can play a major role in ensuring that they actually will. Promote recurring donations. Recurring donations are the ultimate goal because
they represent a strong, sustaining relationship between that donor and your organization. Once you've secured their recurring support, you can focus on growing your emotional and philanthropic connections with them. With these core steps, any organization, large or small, can start building a rock-solid base of support. Be sure to continue your
research with a few additional fundraising resources, too: If you're a new nonprofit, getting started with a free Snowball donation page will ensure you've covered all the essentials and are ready to start sending those letters! Mar 06, 2024 Because you are going to send out many letter to different well-wishers, using a donation letter template will
help you to not only write the letters quickly, but also they will save you a lot of time. A good letter of intent template should be good enough to help you communicate why you need the donation, and what you intend to do with it. You may also see Letter Templates. Donation Request Letter Template Microsoft Word Apple Pages Google Docs Free
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should preferably be the name of the institution. Then write the content enclosing the details of the donation and the cause for which it is being made. End the letter with your creative signature and name. Microsoft Word Apple Pages Google Docs Free
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recommended as it shows gratitude on the support generated by the donor. Thank you letter outline, apart from thanking and showing gratefulness to the donor, should also mention the use that the donation has been put to, and its usefulness and importance in the life of the person. You may also see donation thank you letter templates. Free Letter
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that the money would be put in. A couple of instances or citations of their previous engagements could prove beneficial. You may also see sponsorship letter templates here. Free Letter Requesting Donations for School in Word Format pta.org Size: 16 KB Download Now Donation request letter could also be used in order to seek funds for any CSR
events which may have been organized in the city or nearby rural & under-developed areas. In such professional letters, it is important to describe the venture and the previous engagements and activities organized by the community, and also the use to which the funds would be put to. You may also see Reference Request Letters. Printable
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urgency, and the impact of contributions for a successful fundraising campaign. Free Thank You Letter for Donation of Money Template thank-you-note-sample of a Charitable Donation Letter Template mhcc.co Size: 143.4 KB Download Now wellspring.ca
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that the letter be drafted in the perfect manner. Here is how you can write a design letter asking for food donations for that matter. Give an elaborate account of what the donation is for and the purpose for which it will be used. Do not write a long creative letter. Instead keep it precise and concise. Before mailing the letter,
make sure to include a self addressed envelope to make it easier for the donor to mail the check. It is important that the donation Food Donation Letter are Donation Acknowledgement Letter Templates in sample order to thank the donor. Free Organization Food Donation Letter
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figure is a great way to acknowledge them and ensure that the society remembers them. However, when writing a donation sample proposal letter, it is important to pay some attention to what content you include in the letter to make the donation in
the memory of a person, make sure to write the details in such a manner that you make it clear to the readers that the deceased was a special person. However, there is no need to make this a long paragraph. A concise account should be enough. You can also see more on Fundraising Donation Drive Templates. There is no thing wrong in mentioning
the donation amount. This would actually prove beneficial to you in securing a sample receipt that can then be used for tax deduction purposes. Conclude the letter by expressing your emotions and why you chose the particular charity to make the donation. The charities in turn can use the Donation Thank-You Letter Layout to thank the person or
organization for the donation made. Purpose Donation letters are written for a wide range of purposes. It should be noted that the content of the letter varies based on the purpose for which it is written. No wonder then that you can find a wide range of Sample Donation Letter Format online that the content of the letter varies based on the purpose for which it is written. No wonder then that you can find a wide range of purpose for which it is written.
the purpose of donation letters. To request a person or an organization to make a donation To donate an amount to a charity, NGO or a social service agency To acknowledge the receipt layout of a donation To donate an amount in the memory of a
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