

I'm not a robot



[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]Executive Director[Phone] | [Email][Sample 2: School PTO Technology Upgrade[Principal Name][School Name][Street Address][City, State ZIP][Date][Potential Donor Name][Street Address][City, State ZIP]Subject: Partner With Us to Modernize Classroom 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 future of our 620 students. With your help, we can transform classrooms into 21st-century learning hubs. We're excited to have you on board!Sincerely,[Signature][Your Name]PTO President[Phone] | [Email][Sample 3: Hospital Equipment Appeal[Your Name]Director of Development[Hospital Name][Street Address][City, State ZIP][Date] [Donor Name][Street Address][City, State ZIP]Subject: Help Us Purchase a New Neonatal VentilatorDear [Donor Name],Every year, the 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 pledge 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.Grately,[Signature][Your Name]Director of Development[Phone] | [Email][Sample 4: Disaster Relief Fund[Relief Organization Name][Street Address][City, 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]Development Manager[Animal Shelter Name][Street Address][City, State ZIP][Date][Donor 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 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]Friends of the Library Chair[Library Name][Street Address][City, State ZIP][Date][Donor Name][Street Address][City, State ZIP]Subject: Help Us Build the New Reading GardenDear [Donor Name],Our library has served the community for 85 years, and we are pleased to announce plans for an outdoor Reading Garden that will host storytimes, book clubs, and quiet 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. Thank you for cultivating a love of reading in the heart of our town.Sincerely,[Signature][Your Name]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 NationalsDear [Potential Sponsor Name],The [Team Name] recently secured a spot at the 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 sponsorship form at [team-site.org/nationals] or contact me directly. Your support will give our athletes the chance to compete at the highest level and represent our community with pride.Thank you for your consideration.[Signature][Coach Name]Head Coach[Phone] | [Email][Sample 8: College Scholarship Fund Appeal[Foundation Name][Street Address][City, State ZIP][Date][Donor 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 assistance to first-generation college students. Rising 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][Street Address][City, State ZIP]Subject: Protect 500 Acres of Wetlands in [Region]Dear [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]Campaign Director[Phone] | [Email][Sample 10: Faith-Based Building Fund[Pastor Name][Church Name][Street Address][City, State ZIP][Date][Congregant Name] [Street Address][City, State ZIP]Subject: Join Us in Building the Community Outreach CenterDear [Congregant Name],For many years, our congregation has dreamed of an 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. Your generous contribution will help us build a place where everyone can thrive and find support. Please visit [church-outreach.org/build] or call me to discuss how you can help. Thank you for your faith and generosity. Sincerely, [Signature][Pastor Name]Pastor [Phone] | [Email][Sample 11: Performing Arts Center Seat Campaign[Development Director Name][Performing Arts Center][Street Address][City, State ZIP][Date][Patron Name][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 love of the arts. Proceeds fund youth theater workshops, free community concerts, and artist residencies.Reserve your seat at [pac-site.org/seatname] or contact me with any questions. Thank you for shining the spotlight on creativity in our city.Appreciatively,[Signature][Development Director Name]Development Director[Phone] | [Email][Sample 12: Medical Research Funding[Research Institute Name][Street Address][City, State ZIP][Date][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 potential into patient reality.Sincerely,[Signature][Name]Director of Development[Phone] | [Email][Sample 13: Food Bank Holiday Drive[Food Bank Name][City, State ZIP][Date][Supporter Name][Street Address][City, State ZIP]Subject: Ensure Every Family Has a Holiday MealDear [Supporter Name],During the holiday season, demand for nutritious food rises sharply. Our goal is to 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]Holiday Drive Coordinator[Phone] | [Email][Sample 14: University Alumni Giving Day[Director of Alumni Relations Name][University Name][Street Address][City, State ZIP][Date][Alumnus / Alumnna Name][Graduation Year][Street Address] [City, State ZIP]Subject: Double Your Impact on Giving Day, May 28Dear [Alumnus / Alumnna 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]Director of Alumni Relations[Phone] | [Email][Sample 15: Arts Education Nonprofit Monthly Giving[Nonprofit Name][Street Address][City, State ZIP][Date][Donor Name][Street Address][City, State ZIP]Subject: Join the Creative Circle Monthly Giving ProgramDear [Donor Name],Consistent support allows us to provide free music and art classes to 1,500 students each 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][Community Garden Name][City, State ZIP][Date][Neighbor Name][Street Address][City, State ZIP]Subject: Seed, Sow, and Grow With UsDear [Neighbor Name],Resident gardeners, we're excited to launch our Community Garden Tool Drive. We need shovels, wheelbarrows, and irrigation hoses totaling \$6,500.A donation of \$75 buys a wheelbarrow, while \$25 purchases a set of hand tools. Contributions are accepted at [garden-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]Garden Coordinator[Phone] | [Email][Sample 17: Museum Artifact Preservation[Curator Name][Historical Museum Name][Street Address][City, State ZIP][Date][Patron Name][Street Address][City, State ZIP]Subject: Preserve Our Shared History for Future GenerationsDear [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 of Collections[Phone] | [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 letters are such a flexible strategy - whether they're direct mail appeals or email messages, tailored to a specific campaign or request, or asking for more general support. You can't really go wrong with a well-written, concise appeal for donations. We've written before about how to create the perfect donation page, the actual platform where you'll accept online donations. But how do you promote it to potential donors? Or, if you're mailing physical messages, how do you let supporters know they can find you online or send a check? Reach out with a letter. Nonprofit fundraising letters are a fantastic way to drum up 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 your donation letter stands out. Following a foolproof template is the best way 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 should 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 engage readers to emotionally connect with your work. If your recipient has engaged with your nonprofit before (whether as current or lapsed donor, volunteer, etc.), 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 conducting a fundraising campaign to raise support for your organization more generally, 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 request. Your reader won't feel compelled to donate if your request is too generic. Ask for a 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 reader with multiple or vague requests. You just need to ensure you've got easy-to-use online fundraising tools set up to direct 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 support. None of our efforts would be possible without the help of donors, volunteers, and supportive 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'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's impact, and has a clear call-to-action. Customize this template with your own specifics, 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 amount of money, or a specific in-kind good/service]? With this help, we can ensure that [explain the specific impact of the requested donation]. If you'd like to make a gift, please visit our donation page here: [include a direct link] to learn more about our event and how you can get involved. Thank you so much for your support, and we hope to see you there! Sincerely, [Your name and title] Depending on the specifics of your event, you might send this letter to individuals or to local businesses, and they 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 few specific details about your recent projects and their impacts.] We're happy to announce that we're launching a new online fundraising initiative! This campaign is raising funds for [purpose of the campaign], and will be essential for us to continue our work into the coming season. Would you please consider making a donation of [specific 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 online fundraising 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 channels in the past. This means your letter should start off by acknowledging that existing relationship. Express excitement about your newest online fundraising push, and use a clear CTA, like a button, to funnel readers 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 database and complete their match for your nonprofit. These kinds of extra steps can go a long way to boost engagement and help your online 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] by [a specific time and date]! We've launched this rapid-fire campaign to [purpose of 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 last major campaign resulted in [examples of your impact]. We could never have done it without the support of 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 guide 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 is to get as many extremely positive promotions to 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 donation process, and look out for local businesses that have corporate philanthropy programs and employ a ton of your donors. Check out the Mercy Corps matching gifts page for an idea of what this looks like in action. 8. Donation Letter Template: Nonprofits Dear [name], We're [your organization], a brand new nonprofit organization in your community. We were founded just [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 fundraising campaign, your recipients will most likely all have donated to your organization (or at least engaged with it) via online channels in the past. This means your letter should start off by acknowledging that existing relationship. Express excitement about your newest online fundraising push, and use a clear CTA, like a button, to funnel readers 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 database and complete their match for your nonprofit. These kinds of extra steps can go a long way to boost engagement and help your online 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] by [a specific time and date]! We've launched this rapid-fire campaign to [purpose of 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 last major campaign resulted in [examples of your impact]. We could never have done it without the support of 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 guide 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 is to get as many extremely positive promotions to 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 donation process, and look out for local businesses that have corporate philanthropy programs and employ a ton of your donors. Check out the Mercy Corps matching gifts page for an idea of what this looks like in action. 8. Donation Letter Template: Nonprofits Dear [name], We're [your organization], a brand new nonprofit organization in your community. We were founded just [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 fundraising campaign, your recipients will most likely all have donated to your organization (or at least engaged with it) via online channels in the past. This means your letter should start off by acknowledging that existing relationship. Express excitement about your newest online fundraising push, and use a clear CTA, like a button, to funnel readers 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 database and complete their match for your nonprofit. These kinds of extra steps can go a long way to boost engagement and help your online fundraising campaign stand out to busy supporters. 5. 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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 guide 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 is to get as many extremely positive promotions to your brand to our loyal audience of supporters. 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