

# Sample Fundraising Letter

August 31, 2012

Mr. Joe Smith  
ABC Widget Company  
7234 Main Street  
Rocklin, CA 95765

Dear Joe,

*Intro*

I would like to invite you to sponsor the Jessup Gala which supports scholarships for deserving students at William Jessup University. We are pleased to announce our new title sponsor, **Reeve-Knight Construction**. This important event will be held at our Rocklin campus on Saturday, November 17, 2012.

*Purpose*

This year we will be celebrating **"The Cycle of Giving Back."** The evening will include a special presentation of the WJU Faith and Service Award to Scott and Valerie Hanson. Typically the dinner hosts 40 to 50 tables with 300-400 in attendance. In the 2010-2011 school year the University granted \$3.1 million in institutional aid and each student received an average of \$7,500. This fall we anticipate a 25% increase in enrollment and scholarships help make it a reality for many students to attend. Our goal this year is to raise \$90,000 for these much needed scholarships. **Please consider a sponsorship to help us reach this goal.**

*How to give*

As a Sponsor, your organization will receive several forms of acknowledgment, depending on the level you choose. Please confirm your sponsorship level and return the enclosed **Sponsor Registration Form** with payment to the main campus address listed below, or for registration online visit [www.jessup.edu/ufd](http://www.jessup.edu/ufd).

*About WJU*

William Jessup University was founded in 1939 in San Jose, California and moved to Rocklin in August 2004. We are the first and only WASC accredited private four-year university to have its main campus located in the greater Sacramento area. William Jessup University is a 501(c) (3) nonprofit organization recognized by both the State and Federal governments. The applicable tax-exempt number for your records is 94-1279803. Please note all donations made by your organization are tax deductible.

*Closing*

Thank you for considering participation in the **Jessup Gala**.

Sincerely yours,

Dawn Hill  
Director of Donor Development