

# Sample Fundraising Letter

Date Wednesday, May 21, 2014

Mailing Name & Mailing Address Mr. Joe Smith  
ABC Widget Company  
7234 Main Street  
Rocklin, CA 95765

Salutation Dear Joe,

Intro Celebrating with friends and family is a fantastic way for the Rocklin community to come together. Our greatest event at WJU is the Jessup Gala will be held at our Rocklin campus on Saturday, September 20th, 2014. Christ-centered education is who we are. As we send out transformative leaders into the marketplace and ministry, the Jessup Gala is a phenomenal way to support student scholarships. Through generous partners and sponsors we empower students to impact the world and Transform Tomorrow...Today.

Purpose This year we will be celebrating "The 75th Anniversary." The evening will include special performance from our talented Creative Arts and Jessup Music students. Please join us as we share in an exquisite meal and we reflect on God's provision and faithfulness. Typically the dinner hosts 40 to 50 tables with 300-400 in attendance. In the 2013-2013 school year the University granted \$7.5 million in institutional aid and each student received an average of \$9,500. This fall we anticipate a 20% increase in enrollment and scholarships help make it a reality for many students to attend. Our goal this year is to raise \$125,000 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).

Closing 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.

Thank you for considering participation in the Jessup Gala.

Sincerely yours,  
David Pineschi, MBA  
Director of Donor Development