





SAMPLE FUNDRAISING LETTER

DATE	 Month Day, Year
MAILING NAME AND ADDRESS	Mailing Name Company (If applicable) Street City, State Zip Code
GREETING	Dear Name,
INTRODUCTION TO CAUSE/EVENT	Use this section to introduce the reader to your cause/event. Keep this section short and informative. <ul style="list-style-type: none">• What type of event are you hosting?<ul style="list-style-type: none">• Dinner, Concert, Golf Tournament, Missions Trip Fundraiser, etc.• Provide the details: Date, Time, Location, etc.
GOAL/NEED	Use this section to describe your goal/need. <ul style="list-style-type: none">• What do you hope to accomplish through your efforts?<ul style="list-style-type: none">• Short term and long term
IMPACT	Use this section to detail what support from the donor would mean to your efforts, be descriptive. Make the potential donor feel needed and appreciated. Your donation will do... xyz. This is also a good place to include a quote from an individual who has benefited in the past or will benefit from your efforts in the future.
WAYS TO GIVE	Use this section to list ways in which the potential donor can give to your efforts. Include giving levels (\$-\$\$\$), webpage/social media links, etc. Be clear and concise.
CLOSING	Use this section to wrap everything up! Make sure to thank them in advance for their generosity and explain once again what an impact they will make through their gift.
SIGNATURE	 Use this section to inform the reader of who is primarily responsible is for the fundraising efforts listed above.

If you have any questions regarding this document please feel free to reach out to David Pineschi, Senior Director of Development | dpineschi@jessup.edu or (916) 577-1809