

SAMPLE LETTER: SETTING UP A FACE-TO-FACE MEETING*

Date

Name

Address

City, State, Zip

Dear _____ (donor's name),

You might be surprised that our annual fundraising campaign in support of _____ (briefly describe of your mission) is here again! I know I can't believe it.

Last year, you made an incredibly generous donation of \$_____, which is a really big gift for us. I can't tell you how much I appreciate your support – not only last year, but since _____ (insert year) when you made your first donation.

Your contribution helped us accomplish so much, including:

- (Bullet on a big, impressive accomplishment)
- (Bullet on something not so big, but still important)
- (Bullet on something interesting to this donor that he is unlikely to know about)

This year, we face several challenges:

- (Bullet on something big – perhaps resulting in an increased need for your work)
- (Bullet on something not so big, but still important)
- (Bullet on something personal to your organization – maybe something internal, rather than external)

To meet these challenges and continue _____ (reiterate past accomplishments), I am hoping that you will consider doubling your annual gift to \$_____.

I understand that this is a serious commitment, especially in these times. So, before you decide, I would love the chance to meet with you, give you a more thorough update, and address any questions or concerns you have.

I will call you next week to set up a time to get together that's convenient for you.

Thank you again for your loyal support over the past XX years. I'm excited to catch up more in person sometime soon.

Most sincerely,

Your Name

Your title/relationship with organization

An alternative way to ask:

- We're seeking gifts ranging from \$500 to \$5,000 to go towards our campaign goal of \$50,000. To be honest, I am not sure what level would feel most appropriate for you. Perhaps we could sit down, talk more about our plans for the money we raise, and discuss what amount feels right to you.

* While the language and tone should be adapted to fit each individual donor, keep in mind the following best practices. The letter is no more than one page. It thanks the donor for their past support. It's explicitly and clearly about fundraising – no hidden intentions. The amount or range you seek is clear. The point of the letter is to get a meeting, not a gift. Remember, it's not necessary to craft a great piece of literature. Get it done and put it in the mail.