

Sample fundraising letter. Language in italics is personalized to the sender. All can be personalized, of course. And should be augmented from the basics that are here.

Your name  
Address  
Phone  
Email

[Date]

Target's Name  
Title  
Address

Members of the [organization name]/Dear Mr./Ms \_\_\_\_\_ :

My name is \_\_\_\_\_ and I am currently a \_\_\_\_\_ at \_\_\_\_\_ High School in Sacramento, California. [Include another sentence about anything else you do on campus or are involved in].

I am writing today to ask for your support as I attempt to raise enough money to participate in YMCA Youth and Government this year.

Established in 1948, YMCA Youth and Government is a statewide model legislature and court program that educates youth on California state government procedure and practice. But really, we're so much more. Our motto is "Democracy must be learned by each generation." The program allows students from across California to experience governing and to participate in various levels of leadership at the State Capitol. Students not only learn practical skills like researching and writing, but also skills that extend far beyond our program or their classrooms: thoughtful consideration of pressing public issues, creative problem solving – even time management and a general sense of civic responsibility.

[omit this paragraph if this is your first year: Example] *Through my experience in the program last year, I learned invaluable information pertaining to politics, debate skills, and organization. In addition, last year I held a leadership position at the final conference as a chair for the National Issues Commission program area and was recently elected president of my delegation (Sacramento Central).*

To raise money to take part in the program, my fellow delegates and I are holding fundraisers such as tote bag and baked-goods sales. Unfortunately, while these opportunities help, I still have remaining financial need. Thus, I am attempting to get a head start on my individual fundraising for the program, and hope that you can help me.

In order to pay for registration for the program this year, I will need approximately \$1275. *I intend to participate in the program my senior year (2011-2012) as well.* Any contribution is welcomed and much appreciated.

I will contact [you/your organization] within the coming weeks to further discuss these programs and my involvement.

[optional]Also, I would like to invite you to attend our Bill Hearing Night, where we will debate and choose the single piece of delegate-authored legislation that our delegation will submit to the Model Legislature. This event will take place on \_\_\_\_\_ from \_\_\_\_\_ pm at \_\_\_\_\_.

[optional]Lastly, if you would like to see me and my fellow delegates in action at our final conference of the year, please mark your calendars for VIP Day, Friday, February 14, 2013 in Sacramento (formal invitation will follow).

If you have any questions before then, please contact me. You can also contact my advisor, \_\_\_\_\_ or you may contact \_\_\_\_\_ at the Sacramento YMCA at (916) 452-9622 for any further information. I appreciate your time and service to our community.

Sincerely,  
[Your name]

Christiana 9/10/13 5:47 PM

**Comment [1]:** Use appropriate business letter formatting .Your contact info, then the date, then the addressee's contact information

Christiana 9/10/13 5:53 PM

**Comment [2]:** If your email is "cutiepiekittin56@whatever.com CHANGE IT! Get yourself a nice, clean email address through Yahoo or Gmail or similar that is your name with as little embellishment or creativity as possible. Try a combination of last and first name spaced with a period or underscore, if necessary. Note: if you establish a new email address CHECK IT! Or set it to forward to cutiepiekittin56.

Christiana 9/10/13 5:47 PM

**Comment [3]:** If you can find a specific contact person, use a precise name. Google is your friend.

Christiana 9/10/13 5:47 PM

**Comment [4]:** A quick introduction.

Christiana 9/10/13 5:48 PM

**Comment [5]:** The point of your letter.

Christiana 9/10/13 5:48 PM

**Comment [6]:** Give the best summary of the program that you can. How can you explain Y&G in 5 sentences or so?

Christiana 9/10/13 5:54 PM

**Comment [7]:** The more concrete the example you provide, the better. What, exactly, did you do that was cool or interesting last year? If this is your first year in the program, you can explain the program area you wish to be in and why or what you hope to gain from participating or your experiences so far at Bobs or delegation meetings.

Christiana 9/10/13 5:49 PM

**Comment [8]:** Donors like to know that they are part of a team. What else are you doing to help yourself? What are your other sources of support?

Christiana 9/10/13 5:50 PM

**Comment [9]:** Tell them how much this costs and whether you intend to be committed over more than one year. You can make a general "ask" for "any contribution," but don't be afraid to be specific. "Will you contribute \$350 to cover my registration fees for our final conference?"

Christiana 9/10/13 5:57 PM

**Comment [10]:** Make sure you send follow up invites for any events mentioned.

Christiana 9/10/13 5:51 PM

**Comment [11]:** Include the contact information for your advisor or Y staff. This legitimizes the ask and give people a place to turn for more information.