

[Organization Name]  
[Street Address]  
[City, St Zip]  
[Organization's Phone Number]  
[Optional – Organization's Website]

[Today's Date]

[Name of Recipient]  
[Address]  
[City, St Zip]

Dear [Name of Recipient],

[Start with an introduction to your cause or goal by using stories and facts to connect with the recipient emotionally.]

[List the specific goal and purpose of this fundraiser.]

[Make a specific request of the recipient – how do you want them to react. Make sure to indicate if you are looking for time, items or money and how much.]

[Include details on how they should take action. Do you want them to donate online or by check? Provide them with the information they need to follow through with the action. You may wish to also indicate if the donation would qualify for a tax donation.]

[End by thanking the individual for their help in reaching the goals. Go ahead and thank them in advance for their donation.]

Respectfully, [or With Kind Regards,]

(Sign here for letters sent by mail or fax)

[Typed Name]  
[Title]

P.S. – [Include information about deadlines or a final statement tying the letter together.]