

## **Fundraising Letters**

#1 Tip: The secret is to sound personal and conversational. To do this, imagine that you are having a conversation with your donor. For example, “Your gift today means a lot to me.”

### **How to write a fundraising letter to raise money for your cause**

Write your fundraising letter so readers will want to give from genuine caring rather than from pressure or guilt.

**Get the reader’s attention.** This part is *optional*, but it can be very effective if not overdone. Include pleasantries and address the reader as if you were talking to a friend.

**State the cause** and/or credentials of your charitable organization. This part is *absolutely essential* and should be the longest part of your fundraising letter. Use about 150 words in this section. You should clearly identify a critical need. Explain how your organization can effectively address that need.

**Solicit a contribution.** This is another *required* section. This part of the fundraising letter should be concise and to the point—about 30 to 50 words. List the benefits of supporting the cause and then ask for a specific donation amount. Explain to the potential donor how much charitable contributions in this amount have helped your cause in the past, but that the need is still great.

**Offer an incentive.** This part can be *optional*, but it provides a reason for the reader to act now. The incentive you offer could be a tangible gift with a substantial perceived value, or it could be intangible.

**Example:** “Imagine the feeling you’ll get, knowing you have helped an underprivileged child learn how to read...”

**Additional insert.** This is another *optional* section. If you can afford another page, you can use photographs or other evidence to help validate your point and keep the reader’s interest longer. Be sure to refer to the insert in your fundraising letter.

**Thank you.** A statement of gratitude is polite and subtly assumes that the contribution will be made. Express gratitude for the reader’s generosity and for having taken the time to consider your very important cause.

**Conclusion.** Be courteous and friendly. Wish the reader well and leave a positive feeling in his/her mind regarding your needy cause.

**Sign the letter.** You want the reader to know the request is coming from a real person, not an impersonal organization.

Source: [www.writeexpress.com](http://www.writeexpress.com)

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