

Download Fundraising Letter Samples

Save the Chimps This simple fundraising appeal came from Save the Chimps, an organization that rescues chimpanzees and gives them a happy home for the rest of their lives. This letter came on simple letterhead and focused on one thing...food. I love the way the letter uses statistics 1,200 bananas ... and how it includes the names of individual animals (Pumpkin, Cheetah and Allie).A good letter is the key to a successful fundraising campaign. Fundraising letters might sound intimidating at the beginning, but it truly contains many elements of a good sales letter. These kinds of letters are generally written to request compensations or donations for a charitable cause.Fundraising letters for general donations can be sent at any time of year, but they are particularly effective during end-of-year fundraising. They allow your nonprofit to spell out your needs and speak directly to donors about how they can help. You can also send fundraising letters out as part of your annual campaign.School fundraising letters should be as specific as possible to illustrate to potential givers that you'll use their contributions well. For example, you might send out a specific fundraising letter campaign focused on raising money for your school's clubs., Fundraising Letter Samples.

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