Solicitation Letter Template

*This is an example. Use your letterhead / add your Organization’s logo and contact information. Note the information in red below should be personalized.*

Dear Mr./Mrs. Smith,

My name is Donna Lynne and I’m working with Common Good to support and shine a light on helping people around the world. We are hosting a big fundraising event called “Let’s Join Together” on March 17, 2023 at The Center for the Arts that will include an auction, dinner drinks, and dancing. Jonathon Jones will be our keynote speaker and the Markus Jazz Trio entertainment.

*[If they’ve contributed in the past]* First, let me express our gratitude to Wilke’s Department Store for your past support. Let’s Join Together is a great opportunity to demonstrate to show your continued support of our mission to help people around the world. We expect over 500 guests at this year’s event and more than 5,000 visitors to our online auction and event information website.

*[Add a little more information specific to your organization and cause. What you do, what your needs are, and why you host this fundraiser.]*

Our team is excited to be hosting this event, making it bigger and better than ever before. The funds raised through this fundraiser will help bring about change for over 10,000 people around the world. In order to make this event a truly successful, we’d like to ask for your help.

You can make a difference for Common Good and the great works that we do by supporting this worthwhile initiative. By sharing your desire to support this cause, Wilke’s Department Store’s customers, employees, and vendors can all become enlightened on this mission and know that you are a community leader that gets involved and helps out whenever possible.

Would you be willing to donate a $500 gift certificate *(ask for something specific)* to our auction and help our cause? To show our appreciate for your support, we will include your donation and logo in our online auction catalog and display at our event.

DONATE: To make the process as easy as possible, let us know you will donate by clicking this link: Donate to Auction > Our Donation Form is also attached should you prefer to mail your donation.

*Note: I’ll be happy to pick up your donation when it’s convenient for you. We’ll need all items by February 14, 2023.*

SPONSOR: If you’d prefer to be a sponsor click this link: Become a Sponsor >. Sponsors display their logo on our event website and will be listed in the event program.

TICKETS: Common Good would also love to have you attend the event as a VIP! Buy Tickets >

I would be happy to provide you with more information about how you can support our efforts at Common Good. Please don’t hesitate to contact me at 615-555-5555.

Sincerely,

Donna Lynne

Common Good, Volunteer

Solicitation Email Template

*This an example. Emails should be much shorter in length and less formal. Note the information in red below should be personalized.*

Hello Mr./Mrs. Smith,

My name is Donna Lynne and I’m working with Common Good to support and shine a light on helping people around the world. We are hosting a big fundraising event called “Let’s Join Together” on March 17, 2023 at The Center for the Arts that will include an auction, dinner drinks, and dancing. Jonathon Jones will be our keynote speaker and the Markus Jazz Trio entertainment.

Would you be willing to help bring about change for so many people by donating a $500 gift certificate *(ask for something specific)* to our auction? To show our appreciate for your support, we will include your donation and logo in our online auction catalog and display at our event.

Here’s how you can get involved:

Donate to the Auction >

Become a Sponsor >

Buy Tickets >

I would be happy to provide more information and pick up your donation whenever it’s convenient for you. Please don’t hesitate to call me at 615-555-5555 or reply to this email.

Donna Lynne, Common Good | Volunteer