**Fundraising Letter Template 1 Notes:**

* Below is a draft of a Fun Run fundraising appeal letter you can customize for your audience.
* A few things to consider as you are writing your letter:
  + Think about your audience and ensure the tone of your letter is speaking to them. If you have multiple groups (perhaps people who are regular donors, people who have never given to you before, current volunteers, etc) you may want to customize a letter for each group.
  + Make your letter personal and authentic.
  + **CALL TO ACTION**: This is a critical part of your letter. It needs to be clear to the recipient what action you are asking them to take after reading your letter. You will want to include something like, *“Will you help us reach our $\_\_\_\_\_\_ goal by making a $25 donation today? Your $25 will provide art supplies for 2 students participating in Creative Arts Camp.”* You can also say something like***:***
    - *"We hope you'll consider making a $10, $20 or $50 donation today to help us reach this goal."*
    - *"Any amount you're comfortable donating will make a difference and be greatly appreciated!"*
    - *"A donation of $20 or $30 will make a big difference in someone's life."*
  + The goal of the letter is to help donors connect with your cause in a meaningful way. You want them to clearly see how their donation will create a positive impact and make a difference.
  + Photos are great! Use as many photos and images as possible to communicate your work.
  + Be sure you have a clear ask and call to action.

***Header: Your Logo, Letterhead, or photo collage***

Dear (First Name),

***Insert an opening statement about the cause or challenge you are working to solve. Set the stage for why your work is important to your community.******Example:*** A lack of access to affordable housing creates a burden for individuals and families in Carbon County every day. People are left to make tough decisions about allocating their paychecks for rent, groceries, and other necessities. One unexpected expense can create significant long-term challenges.

***Insert your organization’s name and a statement about how you are actively working to address the challenge above.*** **Example:** The Red Lodge Area Community Foundation is working to create solutions to the current housing crisis through its Owner-Built Housing Program. The Owner Built Housing Program empowers qualified applicants to build their own homes, and the homes of their neighbors, with assistance from relatives, friends, and their community- making the dream of home ownership a reality. Four homes are scheduled to be built in 2023, but we need your help to accomplish this!

Placeholder for Photo

***CALL TO ACTION: This is where you will make a specific ask to your potential donor. See above examples in the notes for a variety of ways to word your ask. Please note, the dollar amounts below are just examples- Customize based on what makes sense for your organization.***

***(Insert your organization name)*** is participating in the 20th Annual Fun Run For Charities Event on September 2nd in Red Lodge. Will you help us reach our fundraising goal of $6,000 that will ***(insert what you will be using the Fun Run funds to accomplish)***by making a **donation** today? A $25 donation will ***(provide example),*** and a $50 donation will **(provide example)**. Every donation makes a difference! ***(If this is being emailed, include the direct link to donate. If it is mailed, you can include the QR code information and mailing instructions. Make it as easy and convenient for your donors to give.***

**ADD A MEANINGFUL QUOTE ABOUT YOUR WORK, A STATEMENT ABOUT YOUR FUNDRAISING GOAL AND WHAT REACHING IT WILL HELP YOU ACCOMPLISH, OR A RELEVANT AND POWERFUL STATISTIC**

Your generous support brings us one step closer to achieving our mission of ***(insert mission and/or vision). Add one more statement about what it looks like when you reach your goal. What impact occurs?***

The Fun Run For Charities Event recognizes the many organizations that make our community thrive. I hope you will join me in celebrating and supporting the ways our organization is making a difference in Carbon County by making a donation **today. (include link to your specific fundraising page)**

With gratitude,

***Your name***

***Your title and organization name and contact info***