**Your Letterhead**

October 29, 2020

Name of Donor,

Address line 1

Address line 2, Postcode

Dear Name,

[GRAB YOUR READERS ATTENTION with an emotional appeal. Back up your emotional story with statistics and examples to outline the larger problem.]

The support of generous donors such as yourself has helped [GIVE EXAMPLE of what you have achieved in the recent past].

This is why I am writing to you today. This year we’re hoping to raise $XXX for [NAME OF CAMPAIGN OR PROGRAM]. This will help [STATE WHAT YOUR CAMPAIGN WILL ACHIEVE] In order to succeed, we will need your help!

Here’s how your **tax deductible donation** can help:

**$50** - [list smallest amount and what it will achieve]

**$75** - [list another amount and what it will achieve]

**$200** - [list the largest amount and what it will achieve]

You’re also welcome to donate to [NAME OF ORG] online on our website: [www.[WEBSITENAME].org](http://www.[WEBSITENAME].org).

You’ve made so much good happen at [NAME OF ORG] and we are deeply grateful for your support. I hope you will continue your commitment to [BENEFICIARIES] by making a generous donation to [NAME OF ORG]. Your gift today makes a big difference today, tomorrow and every day!

Thank you, as always, for your continued support.

With gratitude,

**Your name**

Designation

P.S. We’re hosting a fundraiser in your city soon. Check out (insert website) for more details on the event. We hope to see you there!