

## **Tips for writing Great Fundraising Letters**

### **Keep it Short and Sweet**

Remember to keep your fundraising letter short and focused on the events, your goal and of course how the funds raised are used. Ideally your letter should be one page or less. The longer your letter, the lower the chance that it will be read in a timely manner or at all.

### **Use Personal Greetings**

Try not to generalize by using 'Dear Friends' or some equivalent in the greeting. If you are sending the letter to Joe Smith, greet Joe Smith. Showing that you have taken the time and care to personally address a potential donor can go a long way.

### **Bullet Important Points**

If there are points to your fundraising letter that you have expressed in the opening paragraphs, re-summarize them in bullet form in short sentences. This allows people who may scan, instead of read, to learn the important points to the fundraiser.

### **Be Specific**

As for the gift amount you are looking for and set a time period within which you need it as well as stating what you need the donations for. Be sure to add that any donation is always greatly appreciated. You do not want people to think that \$100 donation or nothing at all. Let them know how to get the donation to you and that cheques can be made payable to the organizing committee.

### **Praise Previous Donors**

If your letter is going out to people who have sponsored you before, be sure to include a sentence or two about how much you appreciate their previous generosity and their continued loyalty to help.

### **Be Clear and Simple**

Try not to use large words or complicated sentence structures. Be clear in your letter and make it easy for all potential donors to read. Avoid using words that may cause some donors to need a dictionary or look up a complicated definition.

### **Fundraising Ideas**

Penny drive  
Art or writing contests  
Skip-a-thon  
Bottle drive  
Car wash  
Community Dinner  
Used Book Fair