

Sample outline of two-page fundraising letter for the LWV of Moneyland

(Format letters in 12 point font, serif type, ragged right margin, using proper business format)

Drop Date *(Date that the mail actually gets postmarked – should always be the same)*

Prefix First Middle Last

Address

City, State ZIP

Dear Prefix Last, *(Always personalize your letters (mail merge function helps) and use a formal salutation – avoid using first names unless the signer actually knows the individual, and there is a “live” signature to the letter.)*

Your first paragraph should acknowledge your donor’s past generous support. It should create urgency from the beginning, and should begin to outline your determined need. Thank you for your continued support of the League of Women Voters of Moneyland. You have been a generous partner in our voter education work, and I hope we can count on your continued support in the vital months leading up to the local elections. Etc. Etc.

Your second paragraph should go into slightly more detail of your need, but you need to make an “ask” in this paragraph. I hope you will continue your outstanding support for the League and make a contribution today of \$100. Your gift at this level will make us doubly effective in accomplishing the critical work that lies ahead for the League of Women Voters of Moneyland. Etc. Etc.

Your third – six paragraphs should further detail the need and state the case for support. It should outline any major work that needs to be accomplished, and answer WHY you need this gift so urgently. It should also address how the donor’s contribution last year was so critical to your past success.

Your seventh paragraph should go back to urgency. This is a good place to create bullet points, or to include vital statistics that can be looked at quickly.

Your eighth paragraph should be another “ask.” Be sure to restate the urgency for the gift, and let the donor know that his/her participation is vital.

Your ninth paragraph should thank the donor for considering this request.

Sincerely,

Signature, should be of the President. A live signature can be really helpful, and if your President can put a small note of at the bottom of the letters mailed to personal contacts, that is particularly good. The more personalization, the better.

Sally B. Smith
President, LWV of Moneyland

P.S. *Always, always include a P.S.* Your support this election season is critical, and I would like to count on your support by DATE. Thank you for responding today.