

# Sample Solicitation Letter

## Uses for Document

- Requests for a financial contribution from Board members  
(Letter should be signed by the Chairman of the Board)
- Requests for a financial contribution from friends *other than board members* in your community  
(This letter can and should be signed by a board member and sent to his/her contacts in community. Each board member should make a list of 5-10 or more people to send the letter to - people who may be in a position to make a (tax-deductible) donation. Tweak the letter to reflect the relationship of prospective donor to person asking.
- Adding a personal hand-written note at top or bottom will make the letter much more compelling.
- Include a self-addressed return envelope.

Date

Name

Address

City, State, ZIP

Dear (name of Board member or friend of CTA),

If you're like me, one of the reasons you live in sunny Florida is to enjoy a host of year-round outdoor activities, not the least among them being the great life-long game of tennis.

As you are well aware, the (name of CTA) serves the people in our community in a variety of ways. Here are just a few: [*Use what programs you provide in your community, emphasizing those serving the under-served*]. Children with limited opportunities for tennis instruction are able to learn and enjoy the game from tennis pros provided through our Police Athletic League/Boys and Girls Club/YMCA-CTA

partnership program. Adults are able to become heart-healthy and better fit through our Cardio Tennis program. Disadvantaged children learn valuable lessons both on and off the court through our First Serve Program. Friendly tennis competition through leagues and tournaments is offered to those who seek to have fun and exercise while enjoying the camaraderie of old and new friends. And our website is the *go-to* place for anything tennis in our community. Wow! We do offer a lot of tennis opportunities!

You are one of the lucky ones who benefit from \_\_\_ CTA-sponsored programs. Just imagine what it would be like living here in \_\_\_ County without them!

We at \_\_\_ CTA greatly appreciate your support of time, ideas, goods, and services (whatever applies). We would be remiss, however, if we didn't reach out to you – our closest advisors and friends – to ask, as well, for a financial contribution. You know better than most what it takes to provide varied and continuous tennis programming. As limited and often non-recurring grants (if this applies) have been a main source of our income over the years, we recognize the need for a more secure funding base.

Will you consider making a gift of \$\_\_\_ this year to ensure that the tennis activities that you and your friends and family enjoy continue to be made available? As the \_\_\_ CTA enjoys 501 C 3 tax status, all contributions are fully tax-deductible.

Thank you for all you do and mean to the \_\_\_ CTA. I hope we can count on your continued support!

Sincerely,

Name  
Chairman of the Board or Board Member