

Corporate Solicitation Letter Elements

Whether soliciting funds, services or products, the following elements should be considered in composing a corporate solicitation letter:

- Who is making the request?
- What is being requested?
- What is (are) the benefit(s) to the donor?

Writing the Solicitation Letter

1. Give a BRIEF description of your organization/society:

- Membership (majors, classifications, numbers involved)
- Activities (can include both on & off-campus)

2. What are you wanting the donor to provide and why?

(- or - What is it your organization wants and why do you need it?)

- Funding: For how much? Different levels available?
- Speaker(s): For what purpose/program? Date? Time? Location?
- Product(s): Hardware? Software? "Give-aways"? T-shirts? Office equipment? etc.

3. What is the benefit to the donor?

This is the most critical element. The donor will always want to know how what they provide will benefit them. It is also always good to think about will it be a "short-term" or "long-term" benefit to the donor.

Examples:

a. Company name (not logo) displayed in publicity, t-shirts, web page.

b. Students in major(s) that they hire:

- using their product
- hearing about their company
- talking to their representatives
- resume book
- sole support of the event

4. Who should the donor contact for more information or to respond to your request?

- Name(s)
- Title
- Phone number(s) and times available
- E-mail address(es)
- Deadline(s)

- Forms

Thanks - Before AND After!

Thank the person and the company for their time and consideration of your request!

...and remember: Companies receive a lot of requests (and not just from college student groups). If possible, try to direct your request to a specific person and/or make the letter personally appealing (EX. Is the contact a UT engineering graduate that benefited from the organization while a student?).

ALWAYS follow-up with a thank you letter or note to the company after they have responded to your request, even if the answer was “no.”

Solicitation Letter Template

The University of Texas at Austin
Your Student Organization’s Letterhead
Student Organization Name
Cockrell School of Engineering
Street Address
City, State, Zip
Phone Number
Fax Number

Date of Letter

Company Contact Name
Contact Title
Company Name
Street Address
City, State Zip Code

Dear [Company Contact Name]:

OPENING PARAGRAPH:

Introduce your student organization. Describe your student organization’s members including the number of members. Describe the purpose of your student organization.

MIDDLE PARAGRAPHS:

Introduce the event or events that need funding. If requesting support for more than one event, refer the reader to response form. Describe the event purpose. Describe the number of students the event will affect. List the event date, time and location.

Describe the benefit to event supporters. Inform the reader of enclosures including response form, budget, calendar of events, and past event publicity.

CLOSING PARAGRAPH:

Provide your phone number and e-mail address in case your contact has any questions or needs further information. State that you will follow up this letter with a phone call within a specified time frame.

Sincerely,
Signature
Your Name
Your Title
Enclosures

Sample Solicitation Letter

The University of Texas at Austin
Your Student Organization's Letterhead
Student Organization Name
Cockrell School of Engineering
Street Address
City, State, Zip
Phone Number
Fax Number

September 1, 2011

Company Contact Name
Contact Title
Company Name
Street Address
City, State Zip Code

Dear [Company Contact Name]:

The student chapter of the Alec Organization is comprised of 150 junior and senior honor engineering students in the Cockrell School of Engineering at The University of Texas at Austin. The purpose of our organization is to promote academic excellence and professionalism in the field of engineering.

Each November the Alec Organization hosts a leadership development conference for our members. The conference provides training in leadership, communications and team-building skills and challenges participants to develop their personal skills in these areas. The conference also builds community and promotes professionalism among our members. Expected attendance at the conference is 100 students.

The conference will be held on the UT Austin campus on Saturday, November 5, 2011. I have attached the schedule for the day, as well as a budget for the conference showing the total cost of the event.

I am writing on behalf of the Alec Organization to see if < company name > would be interested providing financial support for the conference in the amount of \$500. For its donation, < company name > will be recognized on all pre-conference publicity and have its company name displayed at the conference. In addition, < company name > may send representatives to present one of the conference workshops.

I appreciate your consideration of our request. If you have any questions, please feel free to contact me at susanjones@alec.org. I will be contacting you within the next week to discuss this further, and look forward to working with you.

Sincerely,

Susan Jones

Susan Jones

Corporate Relations Officer – Alec Organization

Enclosures