



**The Factsheet Series**  
**[www.secondhopecircle.org](http://www.secondhopecircle.org)**

## **Donor Letters**

*Presented by Ralph Basset Associates Inc. at the Guelph Fundraising Fair*

*Step 1 (Answer important questions about your organization)*

Who are we?

Know your cause

Why do we do what we do?

*The Letter*

Who – your organization name

What – what are you doing

When – when is it happening?

Where – city location & event location

Why – why is the event happening?

Do: determine contact name, committee or department and use Dear Friends if contact is unknown

Don't: to whom it may concern or dear valued sponsor/partner

List key elements (5ws)

Organization name, event, event date in opening paragraph

Background in second paragraph (why history, context... how much money has it raised in before, is this an anniversary of your organization... mission statement in one sentence)

Third paragraph includes the ask – clear and concise (how donation will be used, also mention how they will be recognized or refer them to info about sponsorship program... like gold silver and platinum levels)

Closing includes lots of 'thank yous' and a call to action (looking forward to speaking with them, answering any questions, working with them in the future, if you want to follow up in a certain time frame mention it here)

Every word counts, normally between 250-300 words)

Strategy: share your passion (refer back to - why we do what we do)

White space and aesthetics

Letterhead

Closing use sincerely, warmest regards or best regards

Being unique is even better

Sign with name of person, position, signature and registration number

### *The List*

Building the list is a lot of research

Online resources (municipal websites, business improvement areas (BIA), chamber of commerce, individual company website)

Paper resources (phone book)

Capture important contact information in an excel spreadsheet (contact name, department/committee name, phone number/email)

Verify contact info

Phone to verify mailing address (unless it states otherwise)

Organize contacts

Follow up with requests (call or email)