

NON-PROFIT FUNDRAISING LETTER

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Introduction

A fundraiser sometimes can be for a certain cause and it certainly is a nonprofit one. To help someone or to be the change in your community should not require you getting anything back other than seeing the growth of your fruits. With many types of fundraising letters out there, depending with the occasion, you can write the no profit fundraising letter.

So when writing a fundraising letter, make sure to write it to your specific goals and in a manner that is likely to be persuasive to the target audience. In this world, having a fundraiser is very common but explain to the recipient that the fundraiser is a nonprofit one you would be able to get more donors.

Non-profit Fundraising Letter Tips

Writing a professional letter to raise funds

When you get into that situation that requires you to raise funds and you are new to this, you would still expected to write a non - profit fundraising letter. Non – profit fundraising is categorized into many types, from a small annual fund for capital for church, to specials event fundraising. So to get the right numbers, fund wise you need to write the perfect letter to get the recipient to donate generously. So make sure to keep these in mind.

- Be friendly – since you are writing to someone you probably know, you need to have a friendly approach in the letter, but still keep it formal as possible. You need to write to the donor in a personal way, make him or her experience the same feeling as you feel toward the fundraising.
- Brief and precise – do not make the letter to long or boring, be straight forward and go to the point. You do not want to chase your donor away in fact you want to attract more. Also while writing make sure to show the urgency of raising the funds.
- Detailed – ensure to give full and right information concerning the fundraiser. From the amount of donate, the venue and also how the money raised will be used. Plus do not forget to ensure your donor that this is a non-profitable fundraiser.

With all this in mind do not to capture you donors, hurt get emotional with them and also personal.

Sample Non-profit Fundraising Letter

Winy Angaya

Physical address: Nairobi, Kenya

P.O. Box 62000-00200, Nairobi

Dear Brenda,

We are once again planning our annual fundraising to be held on 5th august at the city center. We are also pleased to inform you that our last year's fundraiser we were able to raise 150,000 shillings making it possible for the construction of the new home shelter.

We would like to invite you to this annual fundraising, and ask you to donate a fairly amount of 50,000 shillings. This would go toward the building of a rehab centers in our city park.

We would more that appreciate it if you attended this even. You are well known and also we thank you for all your previous donations.

Hope to see you soon.

Best Regards,

Winy Angaya

Organizer

Non-profit Fundraising Letter Template

Name

Address

Dear _____,

We are once again planning our _____ (name of fundraiser) to be held on _____ at _____. We are also pleased to inform you that our last year's fundraiser we were able to raise _____ making it possible for _____. (What you did with last time funds)

We would like to invite you to this annual fundraising, and ask you to donate a fairly amount of _____ (amount to be donated). This would go toward _____.

We would more that appreciate it if you attended this even. You are well known and also we thank you for all your previous donations.

Hope to see you soon.

Best Regards,

Name

Position

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