



Donor Letter Templates

Examples & Tips to Inspire Donors



Blog Post Dated March 7, 2022



Fundraiser event type
picked? Check.
Date set? Check.
Venue secured? Check.
Event promotion...?

Don't forget one of the most important steps when planning a fundraiser: Letting people know that a fundraiser is coming!

Most people are willing to give to charities, so tapping into that generosity to support your nonprofit's cause won't be too difficult when you use a well-crafted letter to ask for donations. If you don't consider yourself a writer, don't worry. You can still craft a sympathetic letter to attract donations and support your organization's charitable goals.

It's easy when you use one of our donor letter templates. Customize them to fit your brand, then send them to prospective donors for your next fundraising event in direct mail, email, social media, and other types of online fundraising campaigns. The choice is yours!

- Need fundraising ideas? Discover [worthwhile fundraising initiative ideas](#) on our blog.

Sample Donation Letter Templates

Donation request letters can increase response rates and help you achieve your fundraising goals - when you use them correctly. If you partner with us, you will have access to our FREE donor letter templates that you can customize to your heart's content.

Just look at how some of our past partners have used our templates to reach their fundraising goals! Then, fill out the form below to receive any of our fundraiser templates, all at no cost to you.

Example 1 - General & Corporate Donation Letter Templates

[Franklin Lodge 57 Donor Letter Public](#)

[Franklin Lodge 57 Donor Letter Corporate](#)

Franklin Lodge No. 57 altered our template to request both corporate donations and general donations. By writing to two different audiences, Lodge No. 57 reached a wider range of prospective donors and was better able to use language in each letter that each audience would respond to best.

Example 2 - School Fundraising Letter Template

[WHS- Fundraising Brick Donor Letter](#)

Our template allows you to include hyperlinks in your donation appeal letters. That is how Washington High School was able to use our template to craft a donation appeal letter that they used in online fundraising campaigns. By using a hyperlink in their letter, WHS made the donation process incredibly easy. And the easier it is to donate, the more likely it is that someone will donate in the first place.

Donation Letter Format – 5 Key Components

If you don't consider yourself a "creative type," then we'll let you in on a secret: Even the wittiest donation requests all follow the same basic format. Learn that format, and you'll have a top-notch donation request letter.

No donation request or appeal letter is complete without the following:

- 1** **Salutations** – First impressions are key, so start your letter off right – with an appropriate introduction. To nail the introduction, you need to know your audience: Will they respond better to a formal salutation, or will an informal, friendly greeting be more likely to get their attention?
- 2** **Outline your organization's needs** – What exactly is your nonprofit hoping to achieve? What needs would this fundraiser meet? Make that information clear to readers right away.
- 3** **Donation specifications** – Be sure to specify just what type of donations your charitable organization is accepting, as well as if donations can be given online, by mail, or in person. If you are accepting financial support, leave a spot where your prospective donors can clearly specify their donation amount.
- 4** **Contact information** – Be sure to get the necessary information you need to properly process donations, such as the donor's name, phone number, etc... but don't forget to add your contact information, either. After all, if someone is on the fence about donating, you want to make yourself available to put their mind at ease and increase the odds that they give to your nonprofit organization.
- 5** **Additional information** – If you believe there are extra pieces of information that your audience needs to know, be sure to include that in your letter, too. For example, is your fundraiser a one-time event, or will it be the start of an annual charitable initiative?

Final Thoughts

Complementing your fundraising efforts with our free fundraising letter templates means you have an easy way to reach potential donors and inspire them to give to your nonprofit. No matter your fundraising needs, you can appeal to donors' sense of charity and help make the world a better place, one fundraiser at a time, brick by brick.