

Sample Solicitation Letters

Best Buddies International



July 15, 2022

Mr. John Smith, Store Manager
Groceries Galore
1234 Friendship Road
Friends, FL 12345

Dear Mr. John Smith:

Greetings from Best Buddies at Friends High School! Best Buddies is an international non-profit organization whose mission is establishing a global volunteer movement that creates opportunities for one-to-one friendships, integrated employment, leadership development, inclusive living, and family support for individuals with intellectual and developmental disabilities (IDD). I am the Chapter President of Best Buddies at Friends High School, where high school students with and without intellectual and developmental disabilities are matched in one-to-one friendships for at least one academic year. Together, Friendship High School "buddy pairs" talk at least once a week, spend time together at least twice a month, and gather as a group for activities once a month. We are planning a friendship dance for our club members, and I would like to ask Groceries Galore for a donation for this event.

Our friendship dance will be held on November 15 in the student union on campus to celebrate our friendships. Our buddy pairs will attend the dance to show their support for Best Buddies, and our entire school is invited to share in our mission of friendship. Best Buddies chapters are self-sufficient and must gather the funds and supplies needed for our activities, including refreshments for this dance. We would greatly appreciate it if Groceries Galore could donate some or all of the following items for our dance: 10 bags of tortilla chips, 5 jars of salsa, 15 two-liter bottles of soda.

Best Buddies is a designated 501(c)(3) organization, so your donation is tax-deductible. In appreciation of your generosity, we will print your name in our dance program and give you a certificate of recognition. We would like to have all donations secured by November 1 two weeks before the event date. Please contact me at 123-123-1234 if you have questions about Best Buddies or this event. We are all very enthusiastic about our participation in Best Buddies and hope you feel inspired to join us in our mission of friendship. Thank you in advance for your generosity and commitment to serving the Friends High School community.

In friendship,

Beverly Buddy
Chapter President
Friends High School, Best Buddies
1234 Friendship Road, Friends, FL 12345 | 123-123-1234
beverlybuddy@gmail.com | www.bestbuddies.org

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July 15, 2022

Mrs. Jane Smith
Friends & Friends LLP
1234 Friendship Road
Friends, FL 12345

Dear Mrs. Jane Smith:

Greetings from Best Buddies at Friends High School! Best Buddies is an international non-profit organization whose mission is *establishing a global volunteer movement that creates opportunities for one-to-one friendships, integrated employment, leadership development, inclusive living, and family support for individuals with intellectual and developmental disabilities (IDD)*. I am the Chapter President of Best Buddies at Friends High School, where high school students with and without intellectual and developmental disabilities are matched in one-to-one friendships for at least one academic year. Together, Friendship High School “buddy pairs” talk at least once a week, spend time together at least twice a month, and gather as a group for activities once a month. We are planning a friendship dance for members of our club, and I would like to ask Friends & Friends Law Firm for a donation for this event.

Our friendship dance will be held on November 15 in the student union on campus to celebrate our friendships. Our buddy pairs will attend the dance to show their support for Best Buddies, and our entire school is invited to share in our mission of friendship. Best Buddies chapters are self-sufficient and must raise the money needed for our activities. We have been successful in getting refreshments donated, but we would like to have a DJ, photographer, and decorations to make our dance a complete success. To cover these expenses, we need to raise a total of \$500. We would greatly appreciate it if your firm would donate one of the following levels:

\$200—Best Buddy \$100—Friend \$50—Pal

Best Buddies is a designated 501(c)(3) organization, so all donations are tax deductible. In appreciation of your generosity, we will print your name in our dance program and give you a certificate of recognition. We would like to have all donations secured by October 15. Please contact me at 123-123-1234 if you have any questions about Best Buddies or this event. We are all very enthusiastic about our participation in Best Buddies, and hope you feel inspired to join us in our mission of friendship. Thank you in advance for your generosity and commitment to serving the Friendship High School community.

In friendship,

Beverly Buddy
Chapter President
Friends High School, Best Buddies
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Turning a Request Letter into a Donation or Sponsorship

So, you've written your letter...now what? How can you turn your request into results?

- **Add a personal touch.** Deliver the letter in person, along with your buddy, or a buddy who is member of the planning committee for the event—this lets your potential donors see our mission in action!
- **Always follow up.** If you tell them you will follow up on a particular date, then do it. Good follow up is key. Businesses often receive many letters of request, and your follow-up call will bring your letter to the top of the stack. When you call, ask if it is a good time for them to talk, and let them know how much time it will take. If it is not a good time, ask when you can call back or stop by to discuss the donation. Be polite, but direct; remind them when the letter was sent, from whom, and what it is regarding.
- **Do not get discouraged.** If you get turned down or if they do not return your calls, understand that people are often very busy. Send them a letter following the event and let them know how much fun it was and show them how you recognized those who did sponsor you (send the program, the newspaper article, etc.). This will help you in the future.
- **Do not make promises you can't keep and keep the promises you make!** If you tell them, you will put their name in a local newspaper ad, then you should have this secured and make sure it happens and send them a copy.
- **Always say thank you!** Thank them immediately upon receipt of the sponsorship or donation and again following the event itself. Send a handwritten note when the donation is received and a copy of the program, certificate of thanks, pictures of the event, or other memento after the event.