



Top Ten Items to Include in the Donation Request Church Letter

1. Church or Organization Name and Contact Information—Insert your letter on your organization's letterhead or make sure that it is clear which organization is sending the letter by inserting your organization's name and logo, address, phone number, e-mail address, and Web address.

2. Date—Of course the date must be included. This date needs to be the date of the mailing (if possible).

3. Recipient's (Donor's) Address—The recipient's address where your letter will be delivered will go under your date, including the recipient's name and address. This also gives you a way to double-check the donor's address before mailing.

4. Salutation—Address the donation request letter to the recipient's or donor's name, and do not use "Dear Friend." Address them by their names because this makes it much more personal and appealing to the reader. First name or first and last name is fine.

5. Your Donation Request Story (Body of Letter)—This is where you must connect with your readers by letting them know why the cause matters and what benefits they gain by donating (what difference their contribution will make). The first paragraph of the letter can be the most difficult to write. Try to avoid talking about your organization in this paragraph; start with a short paragraph to get their attention or start telling your story. For example, you might get their attention by stating, "It is that time of year again. The Annual Camp is almost here!" One of the most successful ways to get your message across to your donors is to describe a story of a specific situation or person your charity has helped in some way. Remember, don't show off accomplishments, but include a story that will engage the reader.

6. Ask for a Donation (Body of Letter)—Yes, it is fine if you ask for a financial gift. Just make it clear what you are asking for and how the reader should respond. If you want, you can even include a reply envelope addressed back to your organization.

7. Thank Your Donor (Body of Letter)—Thank your readers in advance for their donation. If they have donated in the past, then be sure to address this and let them know how much they made a difference.

8. Closing—Traditional closings such as "Sincerely" or "Kind Regards" are acceptable, but you may have something better to fit your cause.

9. Signature—Don't ever leave the signature area blank or use a script font instead of a signature. Each letter should be hand-signed individually by the proper organization's administration.

10. Name and Title—Spell out the full name of the person the donation request letter is from under the signature and the title under the name, letting them know who you are and what position you have in the organization.

http://www.freechurchforms.com/donation_request_letter.html

