

FUNDRAISING LETTER OUTLINE

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- I. Personalized Greeting (never “Dear Friend”)
- II. Attention-grabbing intro paragraph
- III. Story Part 1 - The Struggle of 1 Beneficiary
- IV. Information about how donors solve this
- V. Story Part 2 - The Triumph
- VI. Strong request for donor to be solution
- VII. Direct ask with how dollars will be used
- VIII. Close with Appreciation
- IX. Handwritten signature with signature block that includes your phone and email
- X. Handwritten note
- XI. P.S. that provides urgency

After writing, ask yourself:

1. Do I use the word “you” enough?
2. What emotions does my letter evoke?
3. Do I tell a story?
4. Does the need feel urgent?
5. Is the request direct and tangible?

NARNIA FOOD PANTRY

FEEDING NARNIANS SINCE 1950

March 1, 2019

John and Jane Donor
123 Main Street
Narnia, MO, 60000

Dear John and Jane,

There are some records you hate to see broken. You may have seen the article in the newspaper in January that this semester Narnia County schools have a record number of kids who qualify for the free and reduced school lunch program. **That's the kind of record that just breaks your heart.**

With so many of our neighbors struggling, you probably know someone personally who isn't quite making ends meet, who will go without at least one meal this week. But of course, they don't talk about it. And it might surprise you who is hungry.

That is the story I heard from Angie* when she came into the pantry this week. "I don't like asking for help," she said. Angie works more than full-time at a job she's held for over two years, but with two growing kids at home (her son has gone up two shoe sizes in six months, she said), her paycheck and the sporadic child support she receives from her ex-husband aren't enough to cover all the family's needs.



Angie has been supplementing her groceries through the Narnia Food Pantry off and on for the past six months. That is typical here - ***we often see families only when an extra unexpected expense has cropped up.*** And though she says she doesn't like asking for help, "I'm awfully grateful to get it when it comes to feeding my kids. I'd do anything for them."

This month it was the heating bill, something so common that suddenly presented Angie with an impossible choice: risk a late payment and rack up extra fees, let her kids

**While this is a true story, we've changed the name, a few details and substituted a stock photo in order to protect Angie's privacy.*

NARNIA FOOD PANTRY | 501 ASLAN ROAD | NARNIA, MO 60000 | www.narniafoodpantry.org

go hungry or ask for help from the Narnia Food Pantry. And because of you, the choice wasn't so impossible after all. Which is why Angie came in last week.

Your past support of the Narnia Food Pantry provides a full bag of nutritious food to your neighbors in need like Angie in times of hardship. Beyond full bellies and the fuel our bodies need to grow and function, the food you provide is a beacon of hope to families who are struggling, who often feel like no matter how hard they try, they can't get ahead.

Last week, Angie was especially happy to see peanut butter back in the pantry as an option for her bag. "My daughter would eat peanut butter sandwiches three times a day if I let her," Angie told me with a grin. "I'm going to save some of this to take the kids on a picnic one weekend when the weather warms up."

What do you make of a statement like that? For me, that statement is full of hope. Spring is on the horizon. Good times are ahead. We have things to look forward to.

You brought that hope to Angie and her kids through your past support. And so today, I'm writing to you to ask you to again help your neighbors in need. Because we need you.

Could you make a gift of \$50, \$100 or \$500 to the Narnia Food Pantry today? Every dollar you give provides \$11 worth of food. But just as important, every pound of food you provide gives your neighbors in need a pound of hope.

Thank you for caring about your Narnia County neighbors. People like you make this community such a great place to live. I hope you'll choose to help again.

*John and Jane,
Hope you're well!
Thank you for
all you do to help!
-LP*

Sincerely,

Lucy Pevensie

Lucy Pevensie, Executive Director

(800) 123-4567 | lpevensie@narniafoodpantry.org

P.S. I know you help because you care, but I wanted to let you know that we have a limited number of tax credits available to reward people like you on a first come, first served basis. Let me know very soon if you're interested in this benefit for your donation so we don't run out. You deserve it!

NARNIA FOOD PANTRY

FEEDING NARNIANS SINCE 1950

March 10, 2019

John and Jane Donor
123 Main Street
Narnia, MO, 60000

Dear John and Jane,

Thank you so much for your gift of \$1,000.00 that we received on March 10, 2019. Because of you, the people of Narnia County are being fed each week through the Narnia Food Pantry.

My friend Delores visited the pantry again this week. She's a widow who is getting on in years and she always enjoys spending a little time visiting with whoever is working at the pantry when she comes in.

Delores really struggles to make it on her small social security check, especially in the winter months. This week after a visit from some of her family members, she found herself almost completely without food. But through the generous support of friends like you, Delores went home with a full box of wholesome food that will last her a couple of weeks at least. She was so grateful.

I am grateful too... to you. You make sure that our neighbors who are struggling don't go hungry. We need the support of people like you to keep our pantry stocked and ready for whenever people need help.

Thank you for caring about Delores, and your community. You are welcome at the pantry anytime to see the impact you are making here.

Sincerely,

Lucy Pevensie

Lucy Pevensie, Executive Director

(800) 123-4567 | lpevensie@narniafoodpantry.org

*I really can't thank you
enough, Jane and John!
Hope to chat soon!*

P.S. For tax considerations, you received no goods or services in exchange for your gift. This letter may also serve as your receipt.

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