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Sample Fundraising Letter: Annual Event Sponsorship Request

Are you participating in an annual fundraising event for your favorite local charity? Whether you're planning to run a marathon, participate in a relay, or work on a telephone fundraising campaign, you'll accomplish your goal faster if you use a fundraising letter to recruit sponsors ahead of time.

Sample Annual Event Sponsorship Request Fundraising Letter

Dear [Recipient's Name]:

I'm looking forward to participating in this year's [name of event], which is a major fundraiser for [charity]. I'll be [activity] along with [approximate number of participants] other people, all working together to raise money to support [charity]'s important work.

My goal is to raise [dollar amount] to help fund [charity]'s operating budget for the year. I'm writing to ask for your support as a sponsor, to help raise money for this important cause. All of the money raised will be used to fund programs that provide necessary support for people in our community whose lives are impacted by [issue].

Can I count on your support? Please pledge your support by filling out and returning the enclosed sponsorship commitment form. You can also make a pledge online by visiting [website]. [Charity] relies on generosity of sponsors

to continue offering assistance to people who are living with [issue]. Thank you in advance for your willingness to help.

Sincerely,

[Name]

[Charity] Supporter

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