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Sample Fundraising Letter: Event Sponsorship Request

Are you planning to participate in a charity fundraising event? Do you need to convince your friends, co-workers, business contacts, and family members to sponsor your participation? Recruiting special event sponsors doesn't have to be difficult. When you have an effective sponsorship recruitment letter, you'll be surprised to find out just how eager the people you know will be to support your efforts to raise funds for your favorite charity.

Sample Event Sponsorship Fundraising Letter

Dear [Recipient's Name]:

I'm excited to be participating in the [name of event], which is a major fundraiser for [organization]. As you probably know, [organization] provides important services that help enrich the lives of people affected by [illness or issue]. I'm thrilled to be able to help raise money to support the ongoing efforts of [organization].

I'll be [activity] in the [name of event] on [date]. Please help me make a difference in the lives of people affected by [illness or issue]. On the day of the event [estimated number] participants will [activity] to raise money to fund the important work of [organization]. My goal is to raise [dollar amount] for [organization] through the support of generous sponsors just like you.

Providing sponsorship support is easy. Simply visit [fundraiser website] to make a donation or pledge, or fill out and return the enclosed sponsorship commitment form. Every donation makes a difference. Thank you in advance for sponsoring my participation in [name of event].

Sincerely,

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[Name]

[Name of Event] Participant

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