Sample Appeal Letter

[DATE]

[NAME]

[COMPANY NAME]

[ADDRESS]

[CITY], [STATE] [ZIP]

Dear [NAME],

[CONTACT NAME] suggested that I reach out to you regarding potentially partnering with your organization's corporate philanthropy.

My name is [YOUR NAME], and I am in the process of fundraising to help my child, [CHILD'S NAME], receive a service dog through Good Dog! Service Canines, a non-profit 503(c). [INCLUDE AN ADDITIONAL SENTENCE OR TWO ABOUT YOUR CHILD/FAMILY STORY AND WHY A SERVICE DOG WILL HELP.]

We value every donation we receive from our family's supporters towards the $32,000 investment in the comprehensive training, care, and matching process for our child's service dog.

With that in mind, it is our goal to show them how they can make the most of their contributions – especially on GivingTuesday, the global day of giving fueled by the power of social media and collaboration.

Would you be interested in sponsoring our GivingTuesday fundraiser on November 29, 2022 with a matching gift to Good Dog! Service Canines in the amount of $[AMOUNT]?

In turn, [COMPANY NAME] would receive recognition throughout [CHILD'S NAME] GivingTuesday promotions (social media, email, newsletter, press releases, etc.) and logo placement on Good Dog! Service Canine's sponsor webpage.

If opening a world of opportunities for a child living with [DIAGNOSIS] through the help of a service dog excites your team, we would love to continue this conversation!

I will follow up with you on [DAY], [DATE] or please feel free to reach out to me directly at [CONTACT INFORMATION].

Sincerely,

[YOUR NAME] Sample Press Release

**Contact:**

[CONTACT NAME]

[CONTACT ORGANIZATION]

[PHONE]

[EMAIL]

**[COMPANY NAME] Celebrates GivingTuesday by Matching $[AMOUNT] in Donations to Local Child's Service Dog Fundraiser**

*[LOCATION] [DATELINE]* – This GivingTuesday, [COMPANY NAME] will inspire generosity by matching donations made to [CHILD'S NAME] service dog fundraiser with a contribution to Good Dog! Service Companions.

GivingTuesday is a global generosity movement, unleashing people and organizations' power to transform their communities and their world. GivingTuesday will kick off the generosity season this year by inspiring people to give back on November 29, 2022, and throughout the year.

[INSERT MORE DETAILED INFORMATION ON YOUR GIVING TUESDAY CAMPAIGN GOAL AND CHILD'S NEED FOR A SERVICE DOG.]

[INSERT QUOTE FROM SPONSOR SPOKESPERSON OR YOUR OWN QUOTE ABOUT YOUR EXCITEMENT OF COMPANY'S INVOLVEMENT.]

Launched in 2012 as a simple idea, GivingTuesday is a day that encourages people to do good. Over the past eight years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

People demonstrate generosity in many ways on GivingTuesday. Whether it's helping a neighbor or stranger out, showing up for an issue or people we care about, or giving to causes we care about, every act of generosity counts. GivingTuesday has raised billions of dollars for critical causes worldwide and gets 21 billion impressions on social media from people and organizations speaking up for the causes that matter to them and encouraging others to get involved.

Those interested in joining [COMPANY'S NAME] 's GivingTuesday initiative by donating towards [CHILD'S NAME] Good Dog! Service Canines fundraiser can visit [WEBSITE LINK].

**About [COMPANY NAME]**

[COMPANY BOILER PLATE]

**About Good Dog! Service Canines**

Good Dog! Service Canines is a California-based 501(3)c nonprofit specializing in training service dogs for families of children with autism, and related diagnoses, such as but not limited to Down Syndrome, Fragile X, Apraxia, and ADHD. For more information, please visit www.gooddogservicecanines.org.

**About #GivingTuesday**

[GivingTuesday](https://givingtuesday.org) is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past eight years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

Whether it's making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts and everyone has something to give. GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity and equity around the globe.