**Donation Request to Friends/Family**

Dear [FIRST NAME],

I hope you don’t mind me emailing you out of the blue. I’m reaching out to ask for your help with something that is very important to my family.

You see, my [SON/DAUGHTER] [CHILD’S NAME] is an amazing [AGE]-year-old who has [DIAGNOSIS] and struggles every day to [MAIN STRUGGLE].

We’ve recently partnered with an amazing organization that provides life-changing service dogs for children like [CHILD’S NAME]. But they can’t do it without the generosity of people like you!

Would you be willing to contribute to [CHILD’S NAME]’s service dog fundraiser? A gift of any amount helps!

Your donation would go directly towards our family’s program costs (raising, training, caring for the pup, family education, on-going support, etc), but more importantly your contribution gives our child hope for [HIS/HER] future.

To donate to our fundraiser, visit [CHILD NAME].gooddogservicecanines.com

It would also mean a lot if you could share our story and fundraiser link on social media. The more exposure we get, the faster we will reach our fundraising goal so [CHILD’S NAME] can finally [INSERT MAIN SERVICE DOG BENEFIT].

I’d love to talk to you in person about our fundraiser, so please don’t hesitate to reach out.

Wags + Gratitude,

[YOUR NAME]

**Milestone Oriented Donation Request to Friends and Family**

Dear [FIRST NAME],

We are only $[AMOUNT] away from [INSERT MILESTONE SUCH AS GETTING CHILD ON THE GOOD DOG WAITLIST, REACHING YOUR MONTHLY GOAL AMOUNT TOWARDS YOUR CHILD’S FUNDRAISER, ETC.].

If only [#] people donated [$AMOUNT] to [CHILD’S NAME]’s service dog fundraiser, we would be able to [MEET/MAKE SIGNIFICANT PROGRESS] towards reaching our goal. Wouldn’t it be “paw-some” if you could help make this a reality?

To donate to our fundraiser, visit [CHILD NAME].gooddogservicecanines.com

It would also be really helpful if you could share [CHILD’S NAME]’s fundraiser link with everyone you know. The more eyes on our fundraiser, the better!

As always, I appreciate all of your support. We wouldn’t be able to [MAIN SERVICE DOG BENEFIT] without your help.

Wags + Gratitude,

[YOUR NAME]

**Email Pitch to Local Press**

Dear [NAME],

I recently saw your story about [RELEVANT ARTICLE/STORY NAME], and I wanted to share my own family’s story with you: [CHILD NAME].gooddogservicecanines.com

[EXPLAIN FUNDRAISER IN TWO OR THREE SENTENCES. THIS SHOULD BE A SIMPLE OVERVIEW THAT EXPLAINS WHY YOU ARE FUNDRAISING AND WHY IT IS IMPORTANT. IT SHOULD ALSO CLARIFY YOUR FAMILY’S RELATIONSHIP TO THE LOCAL COMMUNITY].

So far, the community has raised [$AMOUNT] towards our $16,000 minimum fundraising goal to help [CHILD’S NAME] get [HIS/HER] service dog.

Thank you for reading our story, and I’d welcome the opportunity to share more details with you.

Sincerely,

[YOUR NAME]

[YOUR CONTACT INFO]

**Donation Request for Local Businesses**

Subject Line:

Dear [NAME],

My name is [YOUR NAME] and I am the proud [MOM/DAD] of [CHILD’S NAME]. [HE/SHE] is a sweet-hearted [AGE]-year-old who has [DIAGNOSIS] and struggles every day to [MAIN STRUGGLE].

We are raising money for a service dog that will provide [HIM/HER] with [BENEFIT #1], [BENEFIT #2], and other life-changing benefits.

Our goal is to raise a minimum of $16,000 towards our family’s program costs that cover raising, training, caring for the pup, family education, on-going support, etc.

That’s where your business comes into the picture.

Would you be interested in contributing to [CHILD’s NAME]’s service dog fundraiser? A gift of any amount can make a difference and gives our child hope for [HIS/HER] future.

To donate to our fundraiser, visit [CHILD NAME].gooddogservicecanines.com

I’d love to talk with you about [CHILD’S NAME] fundraiser in more detail, so please don’t hesitate to reach out.

Sincerely,

[YOUR NAME]

[YOUR CONTACT INFO]