

HOW TO WRITE A FUNDRAISING APPEAL LETTER



Now that you've set up your child's Good Dog! Fundraising website, it is time to get fundraising!

There is still power in the written word, so here are a few tips to help you get started in creating a fundraising appeal letter that garners donations.

1. **Create a list of EVERYONE you know using our memory jogger.** Don't leave anyone off your list by assuming they can't or won't support your fundraiser. Send them the letter or email and let them decide. Do not hesitate to include casual acquaintances, as they will understand that you are seeking donations for a worthy cause.
2. **Get intimate.** This cause is important to you – tell them why. Include your personal story of why your child needs an autism service dog. Someone will donate to you because they know you, and want to support your efforts.
3. **ASK.** Don't just tell them what you are doing, include a call to action that asks them to donate. Include your fundraising goal in the text, and suggest giving levels. Do not diminish your request by being apologetic or by saying something similar to "I hope you can donate something".
4. **Personalize it.** When mailing your letters, hand address the outside envelope and hand sign each letter. For emails, don't send a mass email with everyone's address showing. It may take more time, but sending individual emails will make potential donors feel special. Write a short personal note to those you don't see regularly, i.e., "Karen, I hope this letter finds you well!"
5. **Make it easy.** Include the link to your Good Dog! fundraising page and encourage online donations. If mailing, include a return envelope labeled with our mailing address: 855 South Main Ave Ste K-162, Fallbrook, CA 92028. Inform them to make check payable to Good Dog! Autism Companions (dba Good Dog! Service Canines) and put your family or child's name in the memo line.
6. **Send a reminder.** Keep a list of those who send in donations. Send a reminder to those who have not yet donated. Include fundraising updates in your reminder. Let them know that fundraising is going well, but you still have a bit farther to go. Sometimes, reminder letters are more successful than original letters for bringing in donations.
7. **Send a thank you card.** Gratitude is powerful. It is nice to receive a note acknowledging the importance of a donation, no matter the amount. Staying connected also develops a rapport that will have many added benefits, from closer bonds of friendship to continued support for future efforts.



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]