



Donation and Sponsorship Letters

Sample Sponsorship Request Letter

September 15, 2015

Mr. Broc Lee, Store Manager
Groceries Galore
1234 Friendship Road
Friends, IN 77777

Dear Mr. Lee:

Greetings from Best Buddies at Friends University! Best Buddies is an international non-profit organization whose mission is to establish a global volunteer movement that creates opportunities for one-to-one friendships, integrated employment, and leadership development for people with intellectual and developmental disabilities. I am the chapter president of Best Buddies at Friends University, where students are matched in one-to-one friendships with people living in the community with intellectual and developmental disabilities. Together, Friends University "buddy pairs" talk at least once a week, spend time together at least twice a month, and gather as a group for activities once a month. We are planning a friendship dance for members of our club and I would like to ask Groceries Galore for a donation for this event.

Our friendship dance will be held on November 15 in the student union on campus to celebrate our friendships. Our buddy pairs will attend the dance to show their support for Best Buddies, and our entire school is invited to share in our mission of friendship. Best Buddies chapters are self-sufficient and must gather the funds and supplies needed for our activities, including refreshments for this dance. We would greatly appreciate it if Groceries Galore could donate some or all of the following items for our dance:

- 10 bags of tortilla chips
- 5 jars of salsa
- 15 two-liter bottles of soda

Best Buddies is designated as a 501(c) (3) organization, so your donation is tax deductible. In appreciation of your generosity, we will print your name in our dance program and give you a certificate of recognition. We would like to have all donations secured by November 1, two weeks before the event date. If it is convenient for you, I will call you on October 1 to discuss this request. Please contact me at (555) 555-1234 if you have any questions about Best Buddies or this event. We are all very enthusiastic about our participation in Best Buddies, and hope you feel inspired to join us in our mission of friendship. Thank you in advance for your generosity and commitment to serving the Friends University community.

In friendship,

Beverly Buddy
Chapter President
Friends University Best Buddies

Best Buddies at Friends University | Beverly Buddy, Chapter President
1234 Friendship Road, Friends, IN 77777 | 555-555-1234
beverlybuddy@gmail.com | www.bestbuddies.org



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Sample Sponsorship Request Letter

September 15, 2015

Mr. Bruce Phillips
 Phillips & Friends, LLP
 1234 Friendship Road
 Friends, IN 77777

Dear Mr. Phillips:

Greetings from Best Buddies at Friendship High School! Best Buddies is an international non-profit organization whose mission is *to establish a global volunteer movement that creates opportunities for one-to-one friendships, integrated employment, and leadership development for people with intellectual and developmental disabilities*. I am the chapter president of Best Buddies at Friendship High School, where high school students with and without intellectual and developmental disabilities are matched in one-to-one friendships for at least one academic year. Together, Friendship High School “buddy pairs” talk at least once a week, spend time together at least twice a month, and gather as a group for activities once a month. We are planning a friendship dance for members of our club and I would like to ask the Phillips & Friends Law Firm for a donation for this event.

Our friendship dance will be held on November 15 in the student union on campus to celebrate our friendships. Our buddy pairs will attend the dance to show their support for Best Buddies, and our entire school is invited to share in our mission of friendship. Best Buddies chapters are self-sufficient and must raise the money needed for our activities. We have been successful in getting refreshments donated, but we would like to have a DJ, photographer, and decorations to make our dance a complete success. To cover these expenses, we need to raise a total of \$500. We would greatly appreciate it if your firm would make a donation at one of the following levels:

\$200—Best Buddy

\$100—Friend

\$50—Pal

Best Buddies is designated as a 501(c) (3), so all donations are tax deductible. In appreciation of your generosity, we will print your name in our dance program and give you a certificate of recognition. Our dance is on November 15, so we would like to have all donations secured by October 15. If it is convenient for you, I will call you on October 1 to discuss this request. Please contact me at (555) 555-1234 if you have any questions about Best Buddies or this event. We are all very enthusiastic about our participation in Best Buddies, and hope you feel inspired to join us in our mission of friendship. Thank you in advance for your generosity and commitment to serving the Friendship High School community.

In friendship,

Beverly Buddy
 Chapter President
 Friendship High School Best Buddies

Best Buddies at Friendship High School | Beverly Buddy, Chapter President
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Turning a Request Letter into a Donation

Turning a Request Letter into a Donation

So you've written your letter...now what? How can you turn your request into results?

1. **Add a personal touch.** Deliver the letter in person, along with your buddy, or a buddy who is member of the planning committee for the event—this lets your potential donors see our mission in action!
2. **Always follow up.** If you tell them you will follow up on a particular date, then do it. Good follow up is key. Businesses often receive many letters of request, and your follow-up call will bring your letter to the top of the stack. When you call, ask if it a good time for them to talk, and let them know how much time it will take. If it is not a good time, ask when you can call back or stop by to discuss the donation. Be polite, but direct; remind them when the letter was sent, from whom, and what it is regarding.
3. **Do not get discouraged.** If you get turned down or if they do not return your calls, understand that business people are often very busy. Send them a letter following the event and let them know how much fun it was, and show them how you recognized those who did sponsor you (send the program, the newspaper article, etc.). This will help you in the future.
4. **Do not make promises you can't keep, and keep the promises you make!** If you tell them you will put their name in a local newspaper ad, then you should have this secured and make sure it happens, and send them a copy.
5. **Always say thank you!** Thank them immediately upon receipt of the sponsorship or donation and again following the event itself. Send a handwritten note when the donation is received and a copy of the program, certificate of thanks, pictures of the event, or other memento after the event.