

SAMPLE FUNDRAISING LETTER to your friends and neighbors

Dear _____,

We need your help.

On April 24th, we kicked off a community-wide fundraising campaign to bring money to Shoals Scholar Dollars, a community foundation designed to make sure every student in the Shoals has access to higher education. Our goal is to raise enough money to begin funding scholarships for the Class of 2014, because we think this is the way to help improve the education level in the Shoals and improve our collective quality of life.

Fundraising efforts this week will be varied. Rosie's, in downtown Florence, is donating their profits all day Wednesday to those who mention Shoals Scholar Dollars. Patterson and Prince is donating a quarter every time the phone rings during the week. One school system is allowing its teacher to "purchase" the right to wear blue jeans during the week; other retailers are asking their customers to "round up" their purchases, with the difference going to the fund. Some efforts will raise hundreds of dollars; others will raise just a few. The amount each effort raises doesn't matter as much as the effort – because literally, every penny counts!

Won't you please help? As a resident of the Shoals, we all understand the importance of an educated workforce. It also says a lot about our community that we are banding together to raise our standards, and that should make us more and more attractive to those looking to relocate. It's so easy to become involved, and requires so little to generate rewards that will benefit our area for years to come!

The first step is to visit our website, ShoalsScholarDollars.com, to learn more about the program. While you're there, please make a donation, get a green Scholar Dollars bracelet, and wear it all week as a show of support. There are posters and brochures at the Chamber office, if you can help us spread the word; there are additional bracelets there, too, if you'd like to help us by selling them. Whatever you can do to help, we hope you realize you will be a part of a community-wide effort that will impact our young people, the residents of both counties, and our future.

Thank you for your support.

Sincerely,

