

{if you have letterhead, use it.
Having your name and logo at
the top of each page makes a
memorable impression}

{Name of person you are writing to}
{Title}
{Company name}

{Date}

Dear {Title & Name of the person you are writing to},

{Tip: Head your letter with a relevant quote. This can be an inspirational quote or
a snippet from a favourable review you've received for past performances}

{Subject title underlined. This is helpful for the reader to identify your letter when doing follow-ups.}

{Paragraph 1: Start with an introduction to your cause or goal by using stories and facts to connect with the recipient emotionally.}

{Paragraph 2: Tell them about your project. You don't have to go into great detail, but try to make them see what you see and make them care about the project as much as you do.}

{Tip: Use picture to make the letter more visually interesting. Pictures also help to break up big chunks of text and make long letters easier to read}

{Tip: Tell them about your company, either as part of the letter or enclosed with it. List whatever items you enclose.}

{Paragraph 3: Make a specific request of the recipient – how do you want them to react. Make sure to indicate if you are looking for time, items or money and how much. Tell them how the money will be used.}

{Paragraph 4: Tell them what they will get in return – aside from the satisfaction of giving.}

{Paragraph 5: Clearly explain what the next step is. For example, a face-to-face discussion about the partnership, or how to deposit the money. Give them the name and contact of someone in your company who can answer any questions.}

{End by thanking them for helping you reach your goals.}

Warm regards,

{sign here}

{Your name}
{Your role}