



Guide To Donation Requests

FOR CHARITIES & NONPROFITS

1 **GRATITUDE:** thank them for their support in the past, be specific about how they supported you (donation, on social media, fundraisers).

2 **IMPACT:** share a testimonial, story, or quote from someone that was helped because of their support. You can also share impactful stats if you don't have testimonials yet.

3 **THE ASK:** tell your donors the specific project or activity that you are raising money for. Be as specific as possible.

4 **MISSION:** explain to your donors why you are raising money - the problem that your project or service is helping to solve in the community.

5 **CALL-TO-ACTION:** give easy-to-follow instructions on how they can donate to you. If you are able to issue tax receipts, be sure to include this in your letter.



Need more support?

Let's work together and explore other ways you can increase your donations, grow your outreach, and maximize your impact!

[CLICK HERE](#)

to see how you can work with me!

