



Contact: 512.582.2197, info@nvcnetwork.org; www.nvcnetwork.org

Date

This solicitation letter is straightforward and lets Jane know what the request will be, including a suggested amount to donate. She knows how the money will be used and the plans for volunteer caregiving outreach in the community. The letter encourages her to think of a large gift, but also allows her time to consider any size gift before hearing from the author in a follow-up call. If giving a large gift is out of the question, it is implicit that a smaller gift is an option, and the author will need to reinforce this in her later conversations with Jane.

Ms. Jane Concerned Citizen
Professional Office Building
City, State, Zip

Dear Jane:

For several months you have heard me talk about XXX. As you know, I have recently been elected to serve on the board, and I am very excited and honored to serve in this capacity! At a recent meeting, we made a decision to launch a major gifts campaign to help XXX achieve a strong financial footing. In the future, we want to depend on a broad base of donors rather than solely on foundations and government grants, because we believe that our local neighbors will be eager to see us succeed.

The goal of the campaign is \$50,000 for the first year. All of us on the board have made our individual commitments, which total \$15,000. We now turn to people like you, Jane. We need some lead gifts in the \$1,000 to \$2,000 range from people of high standing in the community, people whose words and example carry weight. I am hoping you will consider being one of the leaders in the campaign because of your long-time activism in helping our neighbors suffering from AIDS.

(Include one more brief paragraph on the current needs or successes of your program.)

I know this is a big request, and I don't expect you to decide based on my letter alone. Please let me meet with you and share my excitement about the direction XXX is taking. I'll call you next week to set up a time for a visit.

Best always,

Annie

P.S. For your interest, I am enclosing a photo of one of our volunteers and caregivers honoring their one-year anniversary as a match. (This postscript should be handwritten.)