**SOLICITATION EMAIL & TIPS**

**Sample email:**

Dear *Stacy*,

My name is *Jennifer Marples*, and my husband and I are frequent *diners at your restaurant* (OR say frequent shoppers at your store OR big fans of the Giants). I am a parent at the Russian Hill School ([www.russianhillschool.org](http://www.russianhillschool.org)) and our annual fundraiser is April 24th.

Our fundraiser attracts over 150 affluent guests – current Russian Hill School parents as well as past and prospective, *many of whom live in the Pacific Heights and Laurel Village neighborhoods* (include if business is neighborhood specific), so this could serve as a fabulous marketing opportunity for your business.

Our fundraiser includes an online, silent and live auction with plenty of advertising opportunities for your business – including logo and url placement on our online auction, and color logo and copy placement in our event catalog. A donation from your business would be an incredible fundraising item for us and would allow an opportunity to familiarize more people with your organization while also making a tax-deductible donation to charity.

The Russian Hill School relies on the annual spring fundraiser to continue to support a unique and fulfilling program. Thanks to the generous participation from local businesses, the Russian Hill School is able to support its faculty and its unique preschool curriculum, one based on collaborative learning, project development, and learning through visual arts, music, dance, and dramatic play.

Please let me know if you have any questions or require any additional information. We have developed a website for the auction event that you can visit if you would like information specific about the event (https://rhs.ejoinme.org/2010welcome).

Thank you very much for your consideration.

With my sincere thanks and best wishes,

*Jennifer Marples*

Russian Hill School Parent

Tel. XXX-XXX-XXXX

As a non-profit organization, Russian Hill School is eligible to receive tax-deductible contributions under Section 170(c) of the Tax Code. Please consult your tax advisor for further information.

**Tips on Making the Request:**

* Remember, you are fundraising for a good cause…focus on the organization and what the donor is interested in.
* Don’t put off asking…make sure you take advantage of situations (dinner, shopping, gatherings)
* Keep information with you and be sure to get information from them if they are interested.
* Deliver what and when you promise. If you tell them you will send/email a letter tomorrow, make sure to send that letter tomorrow.
* Always follow up promptly.
* Solicit with friends and family – this should be fun!
* Don’t be afraid to ask anyone – worst case scenario they say no – but at least give them a chance to tap into this amazing target audience by asking.

**"One hundred percent of the shots you don't take don't go in."**

- Wayne Gretzky