Subject: [organization’s name] needs you.

Dear [donor’s name, for more effectiveness, find the business owner or CEO],

My name is [name] and I am in the [position] for [organization’s name]. Our team works hard to support and bring awareness to [organization’s cause]. Ever since [year of founding], our team has been [hosting events, raising money] to help [specific positive impact of your organization].

We are planning something new, so get excited. By [date], we are hoping to launch [upcoming project or event] that will bring [impact of event] to our community. That is why we are asking for your help.

As a leader of your community and business, you must know how difficult and costly large initiatives like ours can be. With the resources [corporation’s name] has and your incredible history of charity work, I know that together we can make a huge difference. [Bring up a common goal or mission of your organization with the corporation].

Would you be willing to donate [specific donation amount, in-kind donation, or service] to help our cause? We’d be happy to provide [incentive, for example: we will thank you publicly, put your company’s name on our website or on event literature] in exchange to show how much we appreciate your support.

If you’d like to begin this partnership, please don’t hesitate to contact us at [phone number/email]. We have also attached a form and other materials for you to review.

Hope to talk soon,

[Name]