Subject: Help bring this year’s [event’s name] to life!

Dear [donor’s name],

My name is [name], and I’m part of the team at [organization’s name]. We’re hosting our annual [event’s name]. This event not only helps raise funds for [organization’s cause], but it also will raise awareness for our cause across the community. Our previous events have [describe an emotional story speaking to the specific positive impact of event].

We’re proud to announce that this year’s event will be held on [date] at [location].

Since the event’s inception, we’ve raised over [fundraising amount], and this year, we plan on raising even more! So far, we are expecting approximately [number of attendees] participants.

However, this event wouldn’t be possible without the support of local companies who provide valuable products and services so that we can support our attendees and participants.

Would you be willing to donate [donation amount, in-kind donation, or volunteer service] to help make this year’s event possible? With your donation, we’d be able to [specific action].

If you wish to support us, I would be happy to provide you with more information and [incentive, for example: put your logo on our event materials]. Feel free to contact me at [phone number/email] or feel free to fill out and send the attached donation request form with your contribution and we can start our conversation.

Thank you for your consideration! With your help, we’re one step closer to [your goal]!

Sincerely,

[Name]