Subject: Help [team name] bring home that trophy!

Dear [donor’s name],

My name is [name] and I’m [describe your association with the sports team, for example: I am a coach, I am a parent] with [number] other amazing players and teammates. [Give a description of your sports team and how it started. Try to make your story emotionally investing, for instance, describe a specific player and their journey on your team].

Each year, this league brings players so much joy and enjoyment, allowing them to engage with others who are passionate about [sport]. We are beginning to prepare for the new season, and we are so excited to help [team name] bring home that championship trophy. However, with transportation, new uniforms, and equipment for over [amount] of individuals, the costs are adding up.

Since you are [describe the reason why you’re asking them for a donation, for example: you used to play in the league, you are a parent of the league, you are a local business], would you be willing to make a donation of [donation amount, equipment, food, other in-kind donations]? With just that contribution, we’d already [positive impact, for example: give a whole team of young girls new softball uniforms].

If you’d like to make a donation or want to help out in other ways, please call me at [phone number] or visit our website, [URL], for more information. We have attached a form for convenience as well. The players of [sports team] can’t thank you enough.

Best wishes,

[name]

[photo of sports team]