Subject: Do you have any [in-kind item] to help [organization’s mission]?

Dear [donor’s name],

I work with [organization’s name] and since [year of founding] we’ve been working hard to help [organization’s mission]. [Describe your organization’s mission with an emotional story].

Each year we plan a fundraising event to help [the specific impact of the fundraiser, for example: bring supplies to homeless people]. Last year, with the help of our community and other supporters, we were able to [positive impact]. It was an incredible opportunity, and we are so thankful that we had the resources to help.

That is why we need your support for [new project or fundraiser]. Would you consider donating [items or service] to help us achieve our mission? With just [item or service], we would be able to accomplish [specific positive action]!

I would be happy to provide you with more information about how [you/your company] can help [organization’s name]. Feel free to contact me through [phone number] or [email], or look at the attached form we have provided. We would love to start this relationship with you. [Organization’s name] cannot thank you enough.

Thank you,

[Name]

[Title]