Subject: [museum’s name] needs your help!

Dear [donor’s name],

[Museum’s age] years ago, we opened our doors to our first visitors and officially began operating as the [museum’s name]. Since we opened, we’ve seen [number] international exhibits, [number] first-time visitors, and [number] groups of schoolchildren come through our halls.

Did you know that [percentage]% of our budget comes from the donations of supporters just like you? We as an organization rely upon donations of all sizes, from the change in your pocket to much larger endowments and grants.

Our mission is to provide education about [museum’s focus] and bring joy to everyone from the youngest to the oldest members of our community, and we can’t continue to do that without your support.

A donation of just [dollar amount] keeps [physical impact, for example our lights on for a day], and a donation of [larger dollar amount] can [physical impact, for example: gives seven children the chance to join a program].

If you are able to donate at this time, you can do so by returning the form attached to this letter, calling us at [phone number], or by visiting us online at [museum webpage]. We also gratefully accept in-kind donations of office supplies and technology to help keep our administration running smoothly.

Please consider becoming a member, as well, to take advantage of year-round benefits and provide more stable support for our work.

We appreciate your support of the [museum], and hope you come visit us soon!

Sincerely,

[Name]

[Museum website]