Subject: Help us raise money for [nonprofit mission]!

Dear [donor’s name],

I am [name] and I am the [position] of [nonprofit’s name]. At [nonprofit’s name], we seek to help [nonprofit mission] by [actions nonprofit has taken, use an emotional story about what your nonprofit has one so far and the lives they have changed. Give a specific example of your impact.]

While we have made some great strides, [nonprofit’s name] still has a lot to accomplish.

We need your support to [new project or event that you’re asking donations for].

Would you consider donating [donation amount, items, or services that you need] to help us achieve our mission?

If you have any questions, I would be happy to provide you with more information about how you can help support our work at [nonprofit’s name].

We greatly appreciate your donation, and it will be used to [insert how the donations will be used and the impact that this donation will have]. If you wish to contribute, please fill out the attached form or give us a call at [phone number].

Please join us! With your donation, we’re one step closer to [insert goal]!

Sincerely,

[Name]

[Nonprofit website]

[Email]