Subject: Would you be willing to help [organization’s name]?

Dear [donor’s name, for more effectiveness, find the business owner or CEO],

We are [organization’s name] and we work hard to support and bring awareness to [organization’s cause]. Ever since [year of founding], our team has been [hosting events, raising money, etc.] to help [specific positive impact of your organization].

We are currently planning [your next initiative] that will hopefully bring [impact of your efforts] to our community. That is why we are asking for your help. With your resources and [specific reason why this company should donate, for example: it is a local business and a member of the community], together we could make an incredible difference.

Would you be willing to donate [specific donation amount, in-kind donation, or service] to help our cause? We’d be happy to provide [incentive, for example: we will thank you publically, put your company’s name on our website or on event literature] in exchange to show how much we appreciate this.

If you’d like to begin this partnership, please don’t hesitate to contact us at [phone number], 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 help,

[Organization’s name]