Subject: Help feed our community with [organization’s name]!

Dear [donor’s name],

We are [organization’s name] and we work hard to provide awareness and support to [organization’s cause]. [Describe emotional story about how your organization started working towards this cause].

In the past, we have hosted a number of programs that have helped our community. [Describe past events or activities your organization has hosted in the past. Talk about the specific positive impact of these events]. We hope to break our own records this year with our new, upcoming event, [new event name]. Taking place on [date], we want to bring [details of what this new event will do for your community, explain how food plays into your event].

However, to make this event a true triumph and bring the best experience to our community, we want to ask for your help. Would you be willing to make a food donation to our organization? In order to [goal of event, for example: feed our attendees, help homeless people], we would love any help you can give. Look through your pantry, because just [small donation amount] will help us [small positive impact] whereas a [larger donation amount] will help us [large positive impact].

If you’d be willing to contribute a gift of any kind, please contact us at [phone number] or visit our website at [website]. There is also an attached form with additional information. We’d love to begin this conversation!

Thank you,

[Organization’s name]