Subject: We need your help to make our auction a success!

Dear [donor’s name],

My name is [name] and I’m a part of the team at [organization’s name]. Our organization was created to help [organization’s mission] and we have [stories of how your organization has helped your cause in the past. Talk about specific accomplishments you have made].

We’re hosting a silent auction on [date] as a way to raise funds and continue our work!

In order to make our auction a reality, we are seeking unique and interesting items to auction off. In previous years we’ve had contributions like [examples of items and experiences you’ve auctioned off in the past]. With our last auction, we were able to [positive physical impact of the previous auction, for example: broke a fundraising goal].

We would like to ask your company if you’d be willing to donate, [specific item or service]. If an in-kind donation isn’t possible, monetary donations are always greatly appreciated, as well.

Your contribution will be vital to helping us succeed in planning our auction. With your generous donation, [specific impact that their contribution will have on your event and organization].

If you’re interested in learning how you can help our auction, contact our procurement team at [phone number] or [email address]. Or feel free to fill out and send the attached donation form with your contribution.

As always, your contributions are valuable to the continuation of our cause.

Sincerely,

[Name]

[Contact information]