



# CAMPAIGN FUNDRAISING

## Letter



## Campaign Fundraising Letter

[YOUR COMPANY NAME]  
[YOUR ADDRESS]  
[YOUR EMAIL ADDRESS]  
[YOUR PHONE NUMBER]

December 21, 2051

**Linda Fielding**  
477 Tibbs Avenue  
Decker, MT 59025

**Dear Linda,**

Hope this letter finds you in the best of spirits. [YOUR COMPANY NAME] is launching our annual Winter Charity Drive. This year, we have embarked on an exciting initiative, Fighting Winter Blues - Providing Warmth and Food to the Homeless. The purpose of this initiative is not only to provide immediate assistance in terms of food and warm clothes to homeless people but also to spread awareness about homelessness and elicit help from kind-hearted people like yourself.

We know how capable and compassionate you are. Your support, in whatever form, will significantly impact the lives of the homeless. We kindly request you to consider donating to our cause. All funds will directly provide warm meals, blankets, clothes, and shelter for those who need them most during the hard winter months.

For further inquiries or to make your kind contribution, please contact us at [YOUR CONTACT INFORMATION].

Let's all bundle together to fight the winter blues. Thank you!

Sincerely,

[YOUR NAME]

# Sample Board Member Campaign Fundraising Letters

**Rosina Ehmann**



## **Sample Board Member Campaign Fundraising Letters:**

*The Board Chair Handbook* Mindy R. Wertheimer, 2008      **Fundraising Basics: A Complete Guide** Barbara L. Ciconte, Jeanne Jacob, 2008-12-18 As nonprofit organizations face heightened scrutiny by the general public donors regulators and members of Congress the Third Edition of the essential book on the basics of fundraising provides new up to date and valuable information that every fundraiser needs to know With ethics and accountability being the primary theme of the third edition this practical guide will continue to provide an overview of the field and give development staff managers and directors a platform from which to operate their fundraising programs The new expanded edition also provides much needed information on developing a case for support giving trends donor motivations planning setting up a development operation impact of new technologies on fundraising return on investment estimates workflow timetables and the importance of the Internet This primer remains a must have for anyone new staff or volunteer to the fundraising field those wishing to expand their fundraising knowledge those working in supporting foundations or those contemplating taking the CFRE exam New to the Third Edition Thoroughly updated chapters including new information on email and online fundraising Development related policies and procedures and position descriptions A new chapter on Fundraising with Chapters or Affiliates New case studies samples and tools Updated references and citations Updated glossary Click on Additional Resources to View Sample Chapters 2009 602 pages      *A Fundraising Guide for Nonprofit Board Members* Julia I. Walker, 2012-01-31 Everything you need to know as a nonprofit board member to raise more money and help your organization succeed in meeting its goals Engaging and informative this practical guide to fundraising contains valuable insights that nonprofit boards need to succeed in raising money in today s dynamic economic environment While written expressly for board members this useful handbook also provides advice to executive directors and advancement staff on how to partner with your board to build an unstoppable fundraising team A Fundraising Guide for Nonprofit Board Members shows you how to raise more money by building board leadership and skills in fundraising This book covers it all the board s leadership role in fundraising how to organize and train your board to raise funds building a team with board and staff raising funds for operations major gifts and capital campaigns how to ask for gifts plus a guide for conducting a board retreat that will lead to fundraising success Demystifies the ask by providing a straightforward guide on how to ask for and close gifts Features case studies real life examples and checklists in an easy to reference format Offers sample materials for a board retreat on building the successful fundraising team Also by Julia Ingraham Walker Nonprofit Essentials Jump Starting the Stalled Fundraising Campaign Entertaining practical and easy to use this book will become a must read for all board members executive directors and staff who want to build an effective fundraising team      *The Nonprofit Development Companion* Brydon M. DeWitt, 2010-10-05 A comprehensive workbook covering all aspects of successful nonprofit development One of the most significant factors in the success of any marketing and fundraising program is the ability and willingness of the organization to take the time to develop an integrated

development plan with realistic budgets timelines and areas of responsibility The Nonprofit Development Companion examines all aspects of successful development and includes useable templates and examples that can be adapted for application within any nonprofit organization Covers a specific element in each chapter including mission strategic planning case for support marketing communications use of volunteers fundraising program recordkeeping system CEO governing board and development staffing Includes templates and samples to provide specific examples to use right away Offers a new approach to nonprofit fundraising and marketing Based on sound development principles this book gives you the step by step guidance you need to build and run a successful development program *Fundraising Fundamentals* James M.

Greenfield,2004-03-15 Fundraising Fundamentals is a practical and valuable resource for fundraising professionals trustees philanthropists and nonprofit executives who aspire to raise substantial monies for worthy causes I have utilized Jim Greenfield's literature in various fundraising courses my students have benefited from the theory and substance that Jim so clearly conveys along with real life models that can be applied to their respective organizations Stephen M Levy CFRE President of Levy Philanthropic Counsel Former Chair of the Association of Professionals Foundation Board Adjunct Professor of Philanthropy Columbia University Proven methods and techniques for running a successful annual giving campaign Learn how to carry out winning annual giving campaigns that will help your nonprofit organization grow and increase its financial resources with Fundraising Fundamentals Complete with the essential basics of fundraising and comprehensive enough to help experienced fundraisers improve their campaigns this up to date Second Edition features key material on How to find likely first time donors Membership organizations and donor clubs Methods of donor renewal upgrading and reward Recruiting and training volunteer solicitors Multimedia and Internet soliciting techniques **The Fundraising Feasibility**

**Study** Martin L. Novom,2007-06-15 The Fundraising Feasibility Study It's Not About the Money This in depth and accessible collection of essays by fundraising experts goes a long way in demystifying the capital campaign feasibility study It is a must read for administrators and trustees of any charitable organization considering embarking on a capital campaign John Bloom Director Advisory Services RSF Innovations in Social Finance At last a book that tells all about a pre campaign development planning study aka feasibility study From the role of the organization and its board to the role of the consultant and development staff this book documents how readiness is the path to success If you've always wondered how conclusions are drawn findings explained and recommendations developed read this book It's all here James M Greenfield ACFRE FHP author Fund Raising Evaluating and Managing the Fund Development Process and Fundraising Fundamentals and editor The Nonprofit Handbook Fund Raising Third Edition The Fundraising Feasibility Study provides fundamental information on one of the most important if little understood elements of successful fundraising Written by a cadre of the most experienced and knowledgeable professionals in the field it offers insights and useful information that will be valuable to practitioners and scholars alike James P Gelatt PHD Professor Graduate School of Management Technology University of Maryland University

College      **Effective Fundraising for Nonprofits** Ilona Bray, 2022-08-05 Jumpstart your fundraising efforts Whether your nonprofit has just gotten tax exempt status or has been operating for years its success depends on its ability to raise donations from individuals companies and institutions The question you re facing is How do we make our voices heard and bring in the needed support Here you ll find plain English answers Featuring advice and stories from over 50 experienced fundraisers foundation staffers journalists and more this book explains how to make a fundraising plan work with individual donors keep givers giving plan special events solicit grants from foundations and corporations use traditional and social media to engage supporters start a side business to raise funds and much more Effective Fundraising for Nonprofits also provides creative grassroots strategies and dozens of real life success stories Best of all it cuts out the jargon and consultant speak that s all too common in nonprofit books      **Direct Mail Fund Raising** Robert L. Torre, Mary Anne Bendixen, 2013-12-20

**Health Care Providers' Government Relations Handbook** Martha Dale Nathanson, 2005 This Indispensable New Resource Provides Health Executives And Their Consultants With The Expertise To Develop Their Own Long Term Plan For Government Relations And Explains How To Utilize The Services Of Contract Lobbyists More Efficiently

Capital Campaigns Andrea Kihlstedt, 2017 This essential guide for capital campaigns of all sizes and configurations from small start ups to colleges and universities is ideal for novices and experienced professionals alike Since the publication of the last edition the field of fundraising has undergone a major sea change thanks to widespread use of the internet as a tool for raising capital This thoroughly revised fourth edition has been updated in every chapter to reflect the current ways of communicating and raising money in this digital era It offers a new chapter on social media and crowd sourced fundraising in capital campaigns as well as a new chapter on getting your board of directors campaign ready Key Features Provides clear step by step instructions for launching and managing a capital campaign Loaded with examples of real life capital campaigns to help the reader understand the real world application of strategies Offers many charts check lists timetables budgets and worksheets provide formats and samples that the reader can use or adapt for her campaign

**Raising Funds** Steve Dorough, 2019-10-07 It doesn t matter if you need to raise thousands of dollars or millions the same basic principles of fundraising apply Steve Dorough who has developed and implemented successful campaigns for numerous clients shares a blueprint for raising funds in this guide Step by step he describes how to develop a compelling strategic plan for fundraising He also explains how to test the feasibility of your campaign and implement a successful fundraising initiative Learn how to anticipate and respond to objections from potential donors share a strategic plan with larger constituencies set reasonable fundraising goals and recruit a highly qualified team This guide is written as a narrative about a fictional chamber of commerce in a fictional community somewhere in the United States However the fundraising principles and processes can be successfully applied to any nonprofit Filled with examples of agendas letters reports and checklists covering every aspect of the fundraising process this guide takes you through the critical steps that will help you raise funds      *The Complete Guide*

*to Fundraising Management* Stanley Weinstein, Pamela Barden, 2017-03-20 The real world guide to successfully funding your nonprofit program The Complete Guide to Fundraising Management is the comprehensive handbook for successful fundraising with a practical focus that applies across the nonprofit sector With a focus on planning self assessment continual improvement and high payoff strategies this book provides more than just ideas it shows you the concrete real world actions that make it all happen and gives you the tools you need to bring these concepts to life This new fourth edition features the latest information about social media campaigning internet fundraising crowdfunding and more Timelines checklists and forms help you streamline management tasks to focus on effective development and updated sample reports and budget information help you begin implementing these approaches quickly The nonprofit world is becoming increasingly competitive in terms of funding and fundraisers are being asked to perform miracles more than ever before This book offers a time tested framework for fundraising success with step by step guidance through the entire process from prospect to program Understand and apply the major principles and best practices of fundraising Manage information resources development and volunteers Adopt new approaches to relationship building and prospect identification Write grants and fundraising materials that make a rock solid case for support There is never enough funding to go around To survive and thrive nonprofits must revitalize interest and generate more support Gone are the days of door knocking and bake sales strategy is critical and execution must be top notch The Complete Guide to Fundraising Management shows you the real world strategies that get your programs funded

*Raising Expectations (and Raising Hell)* Jane McAlevey, Bob Ostertag, 2012-11-20 See how one militant union organizer fought the bosses and national labor leaders in this breathtaking trip through the union organizing scene Barbara Ehrenreich author of Nickel and Dimed renews my faith that organizing works makes a compelling case for a new vision for the American labor movement Van Jones In 1995 in the first contested election in the history of the AFL CIO John Sweeney won the presidency of the nation s largest labor federation promising renewal and resurgence Today less than 7 percent of American private sector workers belong to a union the lowest percentage since the beginning of the twentieth century and public employee collective bargaining has been dealt devastating blows in Wisconsin and elsewhere What happened Jane McAlevey is famous and notorious in the American labor movement as the hard charging organizer who racked up a string of victories at a time when union leaders said winning wasn t possible Then she was bounced from the movement a victim of the high level internecine warfare that has torn apart organized labor In this engrossing and funny narrative that reflects the personality of its charismatic wisecracking author McAlevey tells the story of a number of dramatic organizing and contract victories and the unconventional strategies that helped achieve them Raising Expectations and Raising Hell argues that labor can be revived but only if the movement acknowledges its mistakes and fully commits to deep organizing participatory education militancy and an approach to workers and their communities that more resembles the campaigns of the 1930s in short social movement unionism that involves raising workers expectations while raising hell

Capital Campaigns: Strategies that Work Andrea Kihlstedt, 2009-02-06      *Joint Ventures Involving Tax-Exempt Organizations* Michael I. Sanders, 2013-09-03 A comprehensive revised and expanded guide covering tax exempt organizations engaging in joint ventures *Joint Ventures Involving Tax Exempt Organizations* Fourth Edition examines the liability of and consequences to exempt organizations participating in joint ventures with for profit and other tax exempt entities This authoritative guide provides unbridled access to relevant IRC provisions Treasury regulations IRS rulings and pertinent judicial decisions and legislative developments that impact exempt organizations involved in joint ventures Features in depth analysis of the IRS s requirements for structuring joint ventures to protect a nonprofit s exemption as well as to minimize UBIT Includes sample models checklists and numerous citations to Internal Revenue Code sections Treasury Regulations case law and IRS rulings Presents models guidelines and suggestions for structuring joint ventures and minimizing the risk of audit Contains detailed coverage of new Internal Revenue Code requirements impacting charitable hospitals including Section 501 r and related provisions university ventures revised Form 990 with a focus on nonprofits engaged in joint ventures the IRS s emphasis on good governance practices international activities by nonprofits and a comprehensive examination of the New Market Tax Credits and Low Income Housing Tax Credits arena Written by a noted expert in the field *Joint Ventures Involving Tax Exempt Organizations* Fourth Edition is the most in depth discussion of this critical topic      Nonprofit Kit For Dummies Stan Hutton, Frances N. Phillips, 2016-12-12 Help your nonprofit thrive Need practical advice on running a nonprofit No problem Packed with the latest tips and techniques on starting and managing a charitable organization this easy to follow guide offers everything you need to help your nonprofit endure the ups and downs of the economy From applying for your tax exemption to raising money to pay for your programs it covers it all So get ready to bring in the bucks and enjoy watching your nonprofit prosper Write a mission statement Craft a compelling pitch Raise money online Apply for grants Get the word out Adapt in hard times Prepare a solid budget Project cash flow      **Cincinnati Magazine** , 1999-06 Cincinnati Magazine taps into the DNA of the city exploring shopping dining living and culture and giving readers a ringside seat on the issues shaping the region      *Capital Campaigns: Strategies that Work* ,      **National Resource Guide for the Placement of Artists** , 1992      *Encyclopedia of Interest Groups and Lobbyists in the United States* Immanuel Ness, 2015-07-17 A comprehensive general reference on major American interest groups This encyclopedia provides information on the lobbies and interest groups that dominate modern American politics It provides descriptions of 13 categories of groups followed by A Z entries on the groups within that category

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