

Sample Letter to Request Donations



a program of the Jane Goodall Institute

Use this sample letter format to ask local businesses or organizations for donations or to lend you supplies or materials that you might need for your project. You can adapt the letter to ask for a small financial donation as well. If you do ask for financial assistance, be sure to ask for a specific dollar amount and be very clear about how that money will be used. Before you make your request, find out exactly how much money you will need.

Other options for the letter:

- Have your entire group sign the letter.
- Often it is easier to find donations for projects if you can demonstrate your past success. Send a history of your past project achievements. Include pictures, newspaper articles and other project documentation. This helps others see that you are serious and have been successful with your projects in the past.
- Allow the business to use its involvement in the project as advertising. Often this kind of good publicity will convince businesses that helping you with your project can be a benefit to them.



Date

Your name

The name of your Roots & Shoots group

Your street address

Your town/city, state/province zip/postal code

Name of the person to whom you are sending your letter

Job title of person to whom you are sending the letter

Name of business or organization

Street address

Town/city, state/province zip/postal code

Dear Mr./Ms. _____ *(name of person to whom you are sending the letter):*

My name is _____, and I am writing on behalf of _____ Roots & Shoots group (your group name). Roots & Shoots is the education program of the Jane Goodall Institute (www.janegoodall.ca) and a global network of youth working for positive change.

As Roots & Shoots members, we are trying to make a positive difference through our actions. We have begun a project to _____ *(describe your project goals, schedule and methods)*. Our goal is to make our community a better place for people, animals and the environment.

In order to complete this project, we need _____ *(write down a short list of the equipment or materials you need that the business you are writing to could donate to you)*. We would be most grateful if _____ *(name of business/organization)* could _____ *(choose the word that applies: donate/ lend)* any of these items to help us implement our project. If you are interested, we will keep you informed with regular updates on the progress of our project.

Please contact me at _____ *(your phone # and/or email address)* if you are able to help. If we don't hear from you within a week, we will contact you personally. Thank you for your time and for considering this request. We look forward to working with you and creating a stronger community.

Sincerely,

(your name signed)

Your name typed