

Sample Fundraising Letters

Here are some samples of real fundraising letters, each written in a different style. You can use one as a starting point, but the best letters will reflect your own individual personality. Just be yourself, be sincere, and people will respond. Write from the heart and tell your story.

Be sure to include a link to your personal fundraising page in all letters!!

Sample Fundraising Letter 1:

Dear Matthew,

In March I will participate in the ASICS LA Marathon as a part of Team AFSP, an event that raises money for the American Foundation for Suicide Prevention. The goal of this 26.2 mile journey is to raise funds for suicide prevention, erase the stigma surrounding suicide and its causes, to encourage those suffering from mental illness to seek treatment, and to show support for the families and friends of the 38,000 Americans who die by suicide and the 20 million people that suffer from depression each year.

I am writing to you today to ask for your support of this effort.

I know from my own experience of losing my sister Mia to suicide that serious depression and other mental illnesses can be fatal. Mia struggled with depression and alcohol, and tried very hard to overcome her illnesses and move forward with her life. She cared for many people and was loved by even more. We have been forever changed by her loss and will continue to miss her deeply every day of our lives. By participating in this event, I hope to raise awareness of the serious threat that mental illness can pose and the treatment options that can help people overcome it. If one person can be saved from the illness that killed Mia, my efforts to run 26.2 miles and to raise money for this cause will be worthwhile.

Please take a moment to read the enclosed fact sheet about suicide and the American Foundation for Suicide Prevention. Think about how much you can give to this cause and complete the enclosed donation form today. You can also donate online at **[insert your fundraising page link]**. My goal is to raise \$500 or more. I hope that you will help me reach my goal by making a donation today.

Thank you for taking the time to read this letter and for being a part of my life, both when Mia was alive and in the three years since she died. It is through the love and support of family and friends that I have survived.

Sincerely,
Carol

Sample Fundraising Letter 2:

Dear Jim,

This March I'll be participating in a very special event to prevent suicide. It's the ASICS LA Marathon Team AFSP and I'd like to tell you about it.

I'll run 26.2 miles From Dodger Stadium, through Hollywood, down Sunset Boulevard and all the way to the beautiful Santa Monica Pier all to raise funds to support the **American Foundation for Suicide Prevention's** programs and mission.

I've agreed to raise a minimum of \$500 in donations. My personal goal is to raise \$1,000. But I need your help. Would you please consider making a fully tax-deductible donation of \$100 to help me meet my goal? Just follow the link below to visit my personal fundraising webpage, where you can donate online.

Suicide is the 10th leading cause of death in the United States and the second leading cause of death among college students. Every year, more than 38,000 people in the United States will die from suicide. That's why I'm doing this. To do something bold about an issue that so few people talk about. I hope that you'll share this incredible journey with me - by supporting me in my fundraising efforts.

Thank you in advance for your generosity.

All my best,
Glenn

P.S. Your employer may augment your donation through a **matching gift program** - please check your company's policy.

Sample Fundraising Letter 3:

Dear Patty,

I am preparing for something very important in my life, and I am asking for your moral, financial, and emotional support.

My uncle, Jeff, took his own life fifteen years ago. It's not something that I have talked about often, but it is something that I have carried around in my heart for a long time.

I want to commemorate Jeff's life by participating in the ASICS LA Marathon as a member of Team AFSP, an event that raises money for suicide prevention research, education, and survivor and awareness programs.

No one talked to me about my uncle's suicide. That's why I'm running in ASICS LA Marathon as a member of Team AFSP, to raise awareness and let people know it is ok to talk about suicide and mental illness. I want to do my part to prevent this tragedy from happening in other families.

Your contribution, along with contributions from thousands of others, will have a serious impact on this cause. To help make a difference, you can click the link below to visit my personal fundraising webpage and donate online. I encourage you to share this letter with other people who may want to lend their support as well.

Sincerely,
Michelle