



SAMPLE DONATION REQUEST LETTER/EMAIL

Dear [Insert Name]:

I am writing to ask for your help. On January 30, 2015, I have committed to grin and "bear" it for the athletes of Special Olympics Maryland (SOMD) by taking a chilly dip into the Chesapeake Bay alongside hundreds of other warm-hearted people.

I know you are probably getting cold just thinking about it! But the cold that I will feel is temporary and the positive impact this will have on the lives of thousands of citizens with intellectual disabilities will last a lifetime.

I have set a personal fundraising goal of **\$[insert amount]**, and I need your help to reach it! I am not asking you to take the Plunge alongside, but instead, I am asking if you will make a donation to SOMD on behalf of me taking the 2015 Cool School Challenge. Any amount would be appreciated. It all goes to a wonderful cause and every little bit gets me that much closer to my goal.

In order to support my Plunge, please visit **[insert KINTERA TEAM PAGE URL]** or make a check payable to "SOMD" and return it to me in the envelope I have provided, or you can mail it directly to SOMD at 3701 Commerce Drive, Suite 103 / Attn: Cool Schools 2015 / Baltimore, MD 21227. If you do it this way, please be sure to include my name in the memo area so that the staff will know where to credit the contribution.

You may also visit www.coolschoolsmd.com and click "Sponsor a Participant." Type in my name, which will take you to my personal fundraising page, and give you the option of making a donation online via credit or debit card.

If you want to learn more about this wacky winter event, visit www.coolschoolsmd.com to find out all the chilly details. Think warm thoughts for me as January 30th approaches.

Thank you!

[Plunger Name]



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