Sample Individual Donor Request

As mentioned in our How-To Sheet, we encourage you to approach people you know for donations either in person or by phone. If you would like to send a letter instead, email is a better option than regular mail– so we've formatted the sample letter below to fit into an email instead. On the following pages you'll have access to numerous communications vital to the solicitation process.

Sample Solicitation Email

Dear XX,

I am emailing to ask for your support for Active Minds at **[school name],** a student group I am a member of dedicated to raising awareness of mental health issues affecting our college students.

Active Minds is a national nonprofit organization with a single mission: to engage the student voice to change the conversation about mental health. In 2003 Alison Malmon, Founder and Executive Director, established Active Minds after losing her only sibling, Brian, to suicide. He was 22 and she was a freshman in college. Ten years later, Active Minds continues to increase students' awareness of mental health issues, provide information and resources, and encourage help-seeking by students in over 375 student-led chapters across the U.S.

I became involved with Active Minds because **[personal explanation].** Our goal as the Active Minds chapter at **[school name]** is to work as a liaison between students and the mental health community through educational programming, promotion of resources and student-led grassroots advocacy.

This year marks the 10th year anniversary of Active Minds. Helps us continue to make the impact on student lives at **[school name]** by supporting the only organization that uses the student voice to create change. Active Minds relies entirely on individual donors so any amount you are able to give will go a long way. Your gift is completely tax-exempt and will create lasting impact for the students as **[school name].** I am passionate about the work we do on campus, but am eager to do more to educate my peers.

I'd love to tell you more about what we do or answer any questions you might have if you have a minute to chat over the phone but feel free to email me anytime as well. To learn more about the history and mission of the organization, visit www.activeminds.org.

Thank you in advance and take care,

Your Name Here

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Sample Business Solicitation Letter

Date

Name of individual (if you have it)
Title
Company
Address
City, State, Zip Code

To **[Business Name]:**

Active Minds is the young adult voice in mental health advocacy, empowering students to speak openly about mental health. By developing and supporting a rapidly growing network of student-led chapters at colleges and universities, Active Minds is increasing students' awareness of mental health issues, providing information and resources about mental wellness, and encouraging students to seek help as soon as it is needed. (**School Name**) is one of more than 350 campuses around the country that is fortunate enough to have an Active Minds chapter on their campus. Active Minds at [**School Name**] is a recognized student group and advised by a dedicated university official. Our focus is to educate students at [**School Name**] on mental health issues, symptoms of mental illness, and available resources in and around our community . As (**title/President/Fundraising Chair/Member**) of Active Minds at (**School Name**), I am writing to ask for your support to help our chapter continue for another year at **XX**.

Did you know that suicide is the second leading of cause of death among college students? Research proves that 1,100 college students die by suicide each year—or three per day. Studies also show that mental health issues are associated with a lower GPA and higher probability of dropping out of college. Active Minds works to prevent these preventable losses so that no student suffers alone. Through on-campus programming and events, Active Minds at [**School Name**] reduces the stigma surrounding mental health and helps create a comfortable environment for its students to speak openly about the issues they may be facing.
In order to better reach students and connect with our larger community we are seeking funds and in-kind donations from community partners like you. Your tax deductible donation will be used to support (**X or Y e.g., our upcoming program, resource name, event, etc**). This program will (**insert description and purpose of program**). Your generous gift of (**if you are asking specifically for in-kind donation, include what that is here**) will be tremendously appreciated and go a long way in promoting healthy living for all students on our campus.

With the support of your organization we will (**be able to do X, achieve Y or complete Z (make sure these are concrete goals!)**). There are many ways we can promote the support of your organization as well as include your staff in our campus activities. We are excited to talk through our plans for this event with you and how we can best accomplish your goals/best fit your needs as well.

I will be in touch by (**Date** & **time**) to further discuss this possibility. If you have any questions in the interim, please do not hesitate to contact me at (**email**). For more information about the history and mission of Active Minds, please visit www.ActiveMinds.org.

Thank you for your consideration and potential support,

(**Your Name Here**)

President/Fundraising Chair/Executive Board Member, Active Minds at XX

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Sample Individual Thank-You Letter

Date

Dear **Insert Person's Name**:

On behalf of Active Minds at [**school name**], thank you for your generous contribution of (**XX /in the amount of XX**). Your generous donation enabled our student organization to (**successfully do X, continue Y**, **or work on Z issue**).

Through our powerful Active Minds programming we are able to connect with our peers, faculty and University administrators to create a comfortable environment for open conversations about mental health. Your support in our cause is vital to furthering our efforts to create a safe space on campus and in the community for open discussion about mental health and mental illness.

With the help of generous individuals like you, we are changing the culture at [**School name**] and together, we are making a difference in countless lives. Thank again for your donation. Please do not hesitate to contact me at [**your email address**] if you have any questions about Active Minds.

With sincere appreciation,

Your Name Here

President, Active Minds at XX

Sample Individual Donor Request

Sample Business Thank-You Letter

Date

Recipient's Name
Title
Company Address
City, State, Zip Code

Dear **Insert Business Name:**

Active Minds at **[School Name]** would like to thank you for your generous contribution of [(**XX].** Your generous donation enabled our student organization to successfully do [**XX]**. Because Active Minds at XX is a recognized student organization of (**your school**), your contribution is tax deductible to the extent allowed by law.

Through our powerful Active Minds programming we are able to connect with our peers, faculty and University administrators to create a comfortable environment for open conversations about mental health. By increasing students awareness of mental health issues, provides information and recourses, and encourages students to seek help, Active Minds at [School Name] is breaking the silence and stigma of mental health and mental health illnesses. Mental health is something we all have. Your support in our cause is vital to furthering our efforts to create a safe space on campus and in the community for open discussion about mental health and mental illness.

Thank you again for your support. With the help of organizations like yours, together we are making a difference in the lives of students, families, and our community. Please contact me at (**Official Chapter Email Address**) if you have any questions or would like to discuss future partnership opportunities.
Respectfully,

Your Name Here
Active Minds Title, Active Minds at XX