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Writing your Fundraising Letter

Know What You Are Asking For

Your first step is to actually know exactly what you are asking for before you ask for it. If you don't know what you're talking about, or what you're requesting, how is your reader ever going to know what you're asking for? So, know exactly what you are raising funds for, how much you need, and how much you will be requesting from donors!

Know Your Reader

The second thing is to know exactly who you are writing to. Is it to parents, individual businessmen, companies, grants organisations, or previous donors? Different letters will be more appealing to different types of people. So by knowing who your target audience will be, you will be able to write a more successful fundraising letter. You may find that you will need to write a few different letters to accommodate for the different types of audiences that you are writing to. Remember to always thank any previous donors, right at the beginning of your letter to them.

Address The Right Person

For companies and grants organisations you must first do your research and make sure you are addressing your letter to the right department of the company, and to the right person. The last thing you want is for your letter to be passed around from department to department until it finally reaches the right person (likely once it's too late!). You will also come across more professional and impressive if you have the right name on your letter. It will also make the letter more personal, exactly what you want.

Get To The Point

It's important to get to the point and make your case early. Explain Variety – the Children's Charity and what you're after near the beginning of your fundraising letter. What problem are you trying to solve? What need are you trying to fulfil, or what are trying to help with?

Don't Cut It Short

Make sure your letter is long enough to ensure you cover all the information and details about your cause, what needs it covers, and what its needs are. Readers should feel informed about what you are after. Make sure your letter includes all the necessary information, with enough details, figures and stories to be conclusive enough to impress every reader. Make sure your readers will feel completely informed once they've finished reading. But stop there. By waffling on you'll only be wasting your own time and you may be putting yourself in danger of losing your passionate readers who do read every word.



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Be Direct About Asking For Donations

Don't beat around the bush when it comes to asking for money. It's the reason why you have sent the fundraising letter and all your readers know this already. If they're going to help you, they will want to know by how much they can help by. So be direct and give them a specific amount of money that you would like them to donate... "If you could be kind and donate \$100 to our cause you will be making a huge difference to many lives." Include your total fundraising goal as well.

Provide A Deadline

You should call to your readers' sense of urgency by providing a deadline. This is a tactic often used in sales scripts and can be very affective. By providing a deadline it will increase the importance and urgency of your need, and will help push your reader into making a positive decision about donating.

Good luck with your fundraising and thank you for your commitment to helping give kids a fair go. If you have any questions about fundraising don't hesitate to contact the Bash Office on 02 9819 1016 or email rebecca.rowe@variety NSW.org.au. There are a few fundraisers in the office who would happy to share what they know with you.