



[Date]

[Contact Name]

[Business/Organization]

[Street Address]

[City, State ZIP]

Dear [Contact Name]:

[Introduction to your group: Who makes up your group? What part of the community do you serve? What is your mission? Why are you motivated to continue your work in prevention?]

*\*It is important that your potential donors have a clear picture of who you are. Use this introduction paragraph to promote yourselves as people they will want to donate money to.*

**[If you are fundraising to attend a conference:** Background information on CADCA and conference: What is CADCA? When and where is the conference? What will you be learning there? What will you be doing with your new skills and training? Why is it important for you to attend this conference?]

*\*Many people will not be familiar with CADCA and the work that coalitions all over the country are doing. Use this second paragraph as an opportunity to tell your potential donors what amazing opportunities you have through CADCA and how you will be helping the community with new training and skills. Your donors will want to know what they are putting their money toward.*

**[If you are fundraising to fund your coalition:** Background information on the coalition's work. What have you done in the past? List specific accomplishments or

statistics. What problem are you working to solve in your community? What specific goals do you have to address this problem?]

***\*Make sure you list specifically what you are doing to make a difference in your community. Donors will want to know that they are putting their money toward a legitimate community organization that will be using their donations to make the community better.***

While having some support from [coalition funding, generous donations, etc. ] we are in need of financial support to [achieve your goal]. [Explain the costs that need to be covered]. We need support from people like you to reach our fundraising goal of [\$\_\_\_\_\_].

Would you consider donating [\$\_\_\_\_\_] to help us achieve our goal?

We would be happy to come to your [business/organization] to tell you more about our group, CADCA, and the issues facing our community.

We thank you in advance for your support! Your donation will be greatly appreciated and will help to cover [name specific cost (ex. conference registration) that donations will be put toward]. With your support, we can make big changes in [community], and make the world a healthier place. You can donate online at [website] or send a check in the pre-addressed and stamped envelope included in this letter. In order for us to put your contribution to good use, we would appreciate all donations being made by [date].

If you have any questions, do not hesitate to call us at [phone number] or email us at [email address].

With warm regards,

[Name], [Position (ex. student, advisor, etc.)]

[Name], [Position]

[Name], [Position]

[Name], [Position]

***Before sending your letter...***

***Make sure that you have:***

- 1. Removed all brackets, highlighted explanations, and other template-specific items***
- 2. Included the correct organization/business name, address, and contact person***
- 3. Have correct contact information for your organization***
- 4. Have included a pre-addressed and pre-stamped envelope***

***\*Remember this is just a suggested template! Make sure your letter paints a clear picture of your unique organization and mission.***