



Requesting Donations

Having trouble about how to effectively write a donation request?

Wondering what you can do to make your donation letter even better?

Here are some tips to help your organization get those needed funds:

- **Presentation-**
 - Even though you want the donor to get to know all about your organization, make your introduction brief
 - Put more emphasis and thought on presenting the project that requires the potential donation
 - **** Tailor your donation request to the specific donor! This can create a strong and personal connection**

- **The Purpose and Impact of Donating-**
 - Explain to the donor why their donations are needed and what their money will go towards
 - Show that the donor's money will have a positive impact on the project and its immediate effects
 - **** Tell the donor what they get out of donating**

