

SAMPLE SOLICITATION LETTER

January 18, 2017

EXAMPLE: RESTAURANT
1234 1st Street
San Francisco, CA 94111



Dear Mr. Doe:

My family and I have had the pleasure of dining at [BUSINESS NAME] on many occasions. In fact, we were there last month and thoroughly enjoyed the food and hospitality. I am writing to ask if you would please contribute to a tuition assistance fundraising auction on March 18th for my child's school, The San Francisco School.

The San Francisco School is a preK-8th grade independent school in the Portola District. Its mission is to cultivate the intellectual, imaginative and humanitarian promise of every student. The school's annual auction is the primary fundraiser to support the school's Indexed Tuition program. One-third of our students receive some amount of assistance. Thanks in large part to the support of establishments such as yours, our Indexed Tuition program allows the school to continue to foster each student's promise regardless of ability to pay.

I hope you will consider donating [DONATION SUGGESTION]. Your donation to this exciting cause would be much appreciated! We would like to gratefully acknowledge [BUSINESS NAME'S] donation in our Online Auction and Auction Catalog. Together these provide you with exposure to more than 350 parents, staff and friends who are always looking for a terrific night out in our community.

Enclosed is an auction donation form. Please complete the form, keep a copy for your records, and attach a gift certificate, or complete the form online at: https://sfs.schoolauction.net/2017/donate_items/new. Be sure to specify any applicable restrictions and expiration dates. Your gift is tax-deductible to the extent allowed by law.

I will follow up with a phone call in a few days to inquire whether you are willing to donate to The San Francisco School's 2017 Auction. Thank you very much for your consideration and generosity. The children, parents, faculty and staff of The San Francisco School thank you too.

Sincerely,

YOUR NAME & CONTACT INFORMATION