

[Organization Name]  
[Street Address]  
[City, St Zip]  
[Organization's Phone Number]  
[Optional – Organization's Website]

[Today's Date]

[Name of Recipient]  
[Address]  
[City, St Zip]

Headline (Reason for Letter; Always Underlined)

Dear Mr. /Mrs. [Recipient],

1. Introduction and setting of dramatical opening scene. This is the part of the letter where you want to grab your readers' attention. Pull them in and make them feel like they are a part of your organization and the needs you provide for and the needs you have yourself! For example...

"My name is Joe Smith and I am a minister at the Carmen Methodist Church. The past few weeks have been magical for all of us here at the Carmen Methodist! We have been travelling all around the city delivering clothing, blanketing and food to the needy and underprivileged! But it is unfortunately not enough!

Last Wednesday, we delivered blankets and clothing to the Carmen Shelter and we were shocked to find out how many of the children there are living on the streets. We walked around distributing blankets and chatting to the kids. It was shocking! Some of the kids told us that they are lucky if they receive one meal a day. We realized and we could see the truth in that by their obviously undernourished bodies!"

2. The next part of the letter you will state your need and ask your readers to participate by helping you with a donation or whatever it is you require. Be direct about figures and requirements.

3. Now you should go on to describe your church, the benefits it provides, and what charitable projects it is involved in! Make your reader feel confident in your Churches ability to make a difference.

Also remember that these sample Church fundraising letters are only guidelines and you should bulk up or subtract the amount of information on your Church, to an amount that will best reflect your own personal Church and its capabilities.

4. You will then come towards the end of your letter by adding another couple of dramatic scenes or quotes from people involved and/or benefiting from your Church.

5. Conclude your letter by asking for your readers' participation and help, and then thank him.

Yours Sincerely,

(Sign here for letters sent by mail or fax)

[Typed Name]

[Title]

**P.S.** And finally add a postscript where you inform your reader about your need again and ask him for help. Many of your readers won't read your whole fundraiser letter but almost all of them will read the postscript. So use it as a tool to catch their attention and call them to action!