

Sample Fundraising Letter Template

Copy and paste the sections from this document into your own letter, customizing each section to your own organization, particularly the highlighted areas.

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| BEGINNING | Dear [Donor Name],  The team and I at XYZ Animal Shelter have worked tirelessly this year to save as many pets as possible and we could not have done it without people like you who support our lifesaving efforts. As the year began, we knew that we had an uphill road in front of us – but we were more motivated than ever to help homeless pets in our community.  I am proud to say that we cared for over XXX pets so far in 2024! That is up from XXX animals at this time in 2023. None of this would be possible without people like you who support us. Your generosity has not only saved lives, but you made my team and me feel supported as we work through the day-to-day challenges. |
| MIDDLE | Through adoptions, transports, spay/neutering, vaccine clinics, fosters and volunteering and so much more – our team is working to maximize your donations so that we can continue to help pets that need us. Here are just a few examples of what you helped us accomplish this past year:  **You helped us save INSERT DOG STORY from the year.** Tell a short story about a pup that came into your care and you supported in many ways. Medical or behavior and is now in a happy adoptive home that you can share a brief update and a few pics of.  PICS PICS PICS PICS PICS PICS  **You supported our vaccine and spay neuter clinic.** In 2024, so many pet parents throughout our community needed help to provide care for their pets and thanks to you, we provided care to XXX pets in our community. Highlight the program you are most proud of. |
| END | As we reflect on 2024, we are proud of what we accomplished and all the lives that we saved but the need continues to grow. We want to be there to help the pets and people that need us in 2025 – will you join us?  [Donor Name], will you consider making a special gift for the animals? Please use the enclosed envelope or visit www.OurDonationLink.com to help us care for even more animals in 2025.    We wish you all the best this holiday season,  *Personal signature\**    Staff Name  Staff Title  Organization Name |

*\*If you can dedicate any staff/board/volunteer time to personally sign letters of high-level donors, this could help increase your donations.*