Fundraising Letter for Auction Items

Date

Your Name

Your Organization’s Name Street

City, State ZIP

Dear [Donor’s Name],

Our annual auction [formal name of event] is coming up on [date] at [location]. Last year we raised [amount]

thanks to the generosity of our bidders and people like you who donated items to our auction.

This year, we are hoping to raise [amount] to [solve issue, start project, etc.]. For our annual auction, we rely on

donated items to help us keep our costs low. That way, more money can go toward [project or cause]. Would you consider donating an item to our auction? We are specifically looking for [items that your organization wants to feature].

Here are our guidelines for auction items:

* Market value must be greater than [amount]
* Items must be new or gently used.
* Items must be in keeping with the auction theme [when applicable]
* [Insert other guidelines your organization has]

If you have merchandise or an item that fits these guidelines, please fill out the attached information slip and

send it back to us in the self-addressed and stamped envelope we included. Someone will be in touch with you within [number of days] to discuss your contribution!

Thank you in advance for your generosity. Sincerely,

[Signature of an organizational leader] [Typed name of organizational leader]

P.S. [End with an update about an upcoming event, volunteer opportunity, or other information] —————————————————————————————————————————

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Item(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone #/Email:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_