**Fundraising Letter for General Donations**

Date

Your Name

Your Organization’s Name Street

City, State ZIP

Dear [Donor’s Name],

[Begin with an emotional appeal. A success story or a narrative that tugs on your donors’ heartstrings hooks.

your readers. Keep it short, though!]

Our community/nation/world is facing [problem(s) your organization is trying to fix]. While we are actively

[insert current solutions your organization is attempting], we need your help to make our efforts go even further!

You can help us [solve the problem you are trying to fix]. Your support is crucial to our efforts to [solve the problem].

If you are able, we would love it if you could make a donation of [amount] to help us achieve our mission and [solve problem].

Thank you in advance for your contribution. Your donation will go toward [insert effort, accomplishment, or project].

Here are the ways you can donate:

* Donate online at [URL]
* Call us at [phone number]
* Send a check in the pre-stamped envelope we have included (no cash, please!)
* Text [keyword] to [text-to-give phone number]

Thank you again!

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]