Sponsor Solicitation Sample Letter

Please feel free to update with your group’s information and use this sample solicitation letter to request gifts from corporate sponsors and/or local businesses to support your scholarship or other fundraising campaign.

(Date)

(Company Name)
(Contact Name)
(Address)
(City, State, Zip)

Dear (Contact Name),

My name is (alumni leaders’ name) and I am the (position within alumni group) of the (alumni group name). On behalf of the rest of the (insert group name) alumni board, I would like to invite you to participate in a very special event. For the past _______ years, we have had the pleasure of hosting the annual (name of the group event) to benefit the (scholarship account name).

In this paragraph, provide a brief but thorough description of your organization and your mission statement/goals for the fundraiser. It may also be helpful to include how your organization is supported and if their gift is tax-deductible.

Here’s how you can help:

1. Please consider contributing an item to the silent auction. Some items that have sold well at past auctions include: (provide a list of items. If this is your first charity auction, provide a list of some ideal items you are looking to showcase at the event. This information can be changed based on the organization you are soliciting). I have enclosed a donation form for you to complete.

2. Please mark your calendar and plan to attend the auction on (date). Provide event details here. We encourage you to bring a friend or colleague.

Thank you, in advance, for your support of this important event. Together we can make a difference!

For the Glory of IU,

(alumni leader’s name)
(alumni leader’s title)