



Writing your Fundraising Emails or Letters

Start with your Nearest and Dearest

It's a great idea to start with your close contacts as they're most likely to donate. By sending some brief, personal messages you'll start to build up some momentum. Once this has begun reach out to other contacts – it's always helpful to include a tally of donations so far, as it will make it more likely for them to get involved.

Know Your Reader

An important tip to keep in mind is knowing exactly who you are writing to. Is it to parents, individual businessmen, companies, friends or previous donors?

Different letters or emails will be more appealing to different types of people. So by knowing who your target audience will be, you will be able to write a more successful fundraiser letter.

Address the Right Person

For companies and grants organisations you must first do your research and make sure you are addressing your letter or email to the right department of the company, and to the right person.

The last thing you want is for your correspondence to be passed around from department to department until it finally reaches the right person (likely once it's too late!).

You will also come across more professional and impressive if you have the right name. It will also make it more personal, exactly what you want.

Get To The Point

It is really important to get to the point and make your case early. Explain Variety – the Children’s Charity, what you are after and most importantly **why you are fundraising** near the beginning of your email or letter. Letting your friends, family and contacts know why this cause matters to you is what they care most about.

Figures and links to videos or stories are a great inclusion to help tell your story (and impress) the potential donor without too many words.

Don’t Cut It To Short

Ensure you cover all the information and details about your cause. Readers should feel informed about what you are after and why it’s important that they get involved. That said, nobody likes waffling on.

Be Direct About Asking For Donations

Don't beat around the bush when it comes to asking for money. It's the reason why you have contacted them and your readers know this already.

If they're going to help you, they will want to know how much. So be direct and give them a specific amount of money that you would like them to donate... "If you could be kind and donate \$100 to our cause you will be making a huge difference to many lives!" Include your total fundraising goal as well.

Provide A Deadline

You should call to your readers' sense of urgency by providing a deadline in your call to action – it can help push your reader into making a positive decision about donating.

Make it Easy for Them To Donate

Always include your Everyday Hero link, especially if it’s an email, so they can donate online. This is an easy option for your sponsor as they will receive a receipt immediately.

If it’s a letter include a return envelope, so all your reader needs to do is write the cheque, put it in the envelope, and send it back! This may encourage him to donate straight away. You could also include the bank details:

Gift Account for Donations

Bank:	Westpac Bank
Account Name:	Variety the Children’s Charity NSW – Gift Account
BSB:	032 020
Account:	208569
Description:	BikeXXJSmith

Thank Them

People often forget the importance of thanking! A simple thank you goes such a long way and is one of the most important steps in receiving positive results from your fundraising letter!

So make sure you thank all your previous donors for their donations (obviously only in their letters/emails). Then thank them for taking the time to read your fundraiser letter or email. You can also then be a bit cheeky and thank them in advance for helping out and donating!

Follow Up

You should always follow your letter up a few weeks later with a simple phone call. Often people will be interested in donating when they read your fundraiser letter or email, but will soon forget about it due to their busy lives.

By following up with a phone call you will be reminding them about it and calling them to action! Remember to check your EverydayHero page before phoning!

And finally, thank you! We know that fundraising can take a bit of persistence and a dash of creativity, please know that your efforts make a big difference in helping us help Aussie Kids be Kids!