

YOUR NAME HERE

Address line 1
Address line 2
City, State/Province, Postal Code

T Phone number
Email

URL

April 17, 2008

Recipient Name

Address line 1

Address line 2

City, State/Province Postal Code

Dear (Name),

A well-written support letter is crucial to your fundraising. It will represent you to potential supporters, many of whom may not have personal contact with you on a daily basis. Be clear, succinct, and check your grammar and spelling.

Your letter should be written in the first person. It should be professional, but not stuffy. One good review technique is to read your letter aloud. Does it sound natural? If so, then you're on your way. If not, keep working on it. Rewriting is the best tool for creating a great support letter.

Most people will not want to read your life story. Remember to focus on the big points. One trick is to imagine yourself in an elevator with your potential donor. How would you convince them to support your trip in fifteen seconds or less?

The cover letter itself should be structured as follows:

Introduction – identify yourself and your goal.

Rationale – highlight the importance of Live the Land; briefly touch on the benefits you will receive from going on the trip. Let them know how their support will help you.

Action Items – suggest next steps (prayer support, financial support). Be upfront: they won't know how much you need if you don't tell them. Be sure to include a gift slip and give them explicit directions for donating money (check or money order included with gift slip).

Of course, always thank the individual for taking the time to read your letter.

Sincerely,

Your Name Here