



# How to Write a Sponsorship Letter

## 1. Decide on your goal

When fundraising, you have to know how much you need in order to get there. Taking the time to consider what you want to accomplish overall will give you clarity when you ask others to support you.



## 2. Know your audience

When you decide to start fundraising, it's important to consider who you want to ask. Is it a community member, alumnus, or a local business? Once you decide, remember who you are addressing when you start writing, as this will shape what information you include and what your tone will be.



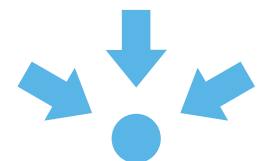
## 3. Introduce your cause

Tell the person you are addressing what you are doing and hoping to accomplish. This is your chance to tell your story so the reader can get to know you on a personal level.



## 4. Be specific

When you make an ask, it's helpful for your potential sponsor to know what you are looking for. Include your goal and what you'd like to ask them for. It's helpful to include instructions on how they can make a donation if they decide to.



## 5. Thank them

At the end, thank your potential sponsor for the time they took to read your letter.

