



# INDIVIDUAL APPEAL TEMPLATE

## WHAT IS AN INDIVIDUAL APPEAL?

An individual appeal is a piece of communication that's sent out via email or physical letter to potential donors. These donors could be people who have donated to you previously, who are subscribed to your newsletter, or **people you think are likely to support you.**

## INDIVIDUAL APPEAL BEST PRACTICES

While every appeal letter will be different depending on your project, your audience, your goals, and your unique voice, there are some best practices to keep in mind when reaching out for funding.

- **Explain what you're fundraising for:** You don't have to offer an itemized budget, but let people know what their donations will be going towards.
- **Ask for specifics:** Instead of just asking for donors to support you, try including a specific ask with a deadline to help you get to a target goal. For example, "Can you donate \$30 to help me raise \$3,000 by the end of the year?"
- **Keep it concise:** Your donors are busy (just like all of us!). Keep your letter under a page and put important text in bold or italics or use bullet points to make it easy to read.
- **Make it easy to donate:** It sounds obvious, but you'll have better luck donating if it's simple for donors to give you funding. Include a donation link in an email or give clear instructions in a letter to help people donate.
- **Speak from the heart:** Letting your passion for your art shine through gets donors excited to be a part of your project.

## INDIVIDUAL APPEAL OUTLINE

- I. Salutations
- II. Introduce yourself and the project you are fundraising to support. You can also mention other projects of yours that they might be familiar with.

- III. Tell them that you are asking for their financial support. What is your goal, how close are you to reaching that goal? What will their money help you achieve? Do you have a deadline? Let your donors know that their support is crucial to your work.
- IV. Let the recipient know how much their support means to you. Mention any gifts or perks that they might receive with a donation, including if donations are tax-deductible.
- V. If sending an email, include a link to donate. If a physical letter, clear directions for how they can donate.
- VI. Are there other ways for donors to support you? Let them know how else they can support you or connect with you: Volunteering, in-kind donations, matching gifts, sharing your fundraiser with their networks.
- VII. Thank them for their support.

# INDIVIDUAL APPEAL SAMPLE

Dear Sophia,

My name is Nina Berman, the Executive Director of Nino Dance Company. On behalf of the whole Company, I'm writing to let you know about our latest project. Since we wrapped our production of "The Moth," we've been hard at work on our next big project. **We are currently raising funds to expand our studio to offer dance classes to young dancers in our community!**

Our hope is that by fall, we will be offering weekly classes in Jazz, Tap, and Modern to dancers ages 2-18. These classes will be taught by members of the Nino Dance Company, giving our dancers a chance to share their knowledge with our community while providing them with some supplemental income. We are looking to secure \$6,000 in order to spruce up our studio space, build out a comfortable locker room area and seating for parents and guardians, and pay instructors. We can't start offering classes without community financial support. Can we count on your help?

Here's how you can support us:

- Donate online: [Click here to donate!](#)
- Send us a check: Please make it payable to Fractured Atlas with Nino Dance Company in the memo line. Send it to our studio mailing address.
- Share our fundraiser: Tell your friends and your community about our work and ask them to support us!
- We are also open to in-kind donations, volunteers, or matching opportunities! If you're able to offer any of these, please let us know by responding to this email.

Nino Dance Company is a sponsored project of Fractured Atlas, a non-profit arts service organization. Contributions for the charitable purposes of Nino Dance company must be made payable to "Fractured Atlas" and are tax-deductible to the extent permitted by law.

We are deeply grateful for your support, and for the broader support of our community. We wouldn't be here without you and we look forward to building this new chapter of Nino Dance Company with you. We can't wait to start offering classes to our local young movers and groovers!

In cooperation,



Nina Berman  
Executive Director  
Nino Dance Company