

Sample: Solicitation Letter

IF, after all personal and group solicitations are complete, some people have still not been contacted, a special letter signed by the most influential, philanthropic leader in your organization can be your last resort.

Date

Dear

As you know, we are currently involved in a fund raising campaign for the Northern Santa Barbara County United Way. **Company** has long been committed to Northern Santa Barbara County, as the community that gives us our livelihood. I am personally proud to be a Leadership Society member along with over 1,000 other generous supporters.

I would like to ask you to join me in making your 2008 pledge a Leadership Society level gift of \$1,000 or more. This equates to less than \$3.00 per day going toward **what matters** in our community. The United Way is the only charitable organization available to our community that offers a holistic approach in answering the most pressing needs of the community. The United Way depends on the spirit and good will of people like us to ensure people and resources are brought together to find solutions to critical issues facing Northern Santa Barbara County.

Please consider my request for a gift of \$1,000 or more to the Northern Santa Barbara County United Way. Return the enclosed pledge form to **Name** by **Date**. Thank you so much for all you do to make our community and company a better place.

Very truly yours,

Leader Name

Leader Title

