

# Sample One

## Email for a donor in the neighborhood

**\*please feel free to personalize and change wording accordingly\***

Hello,

I hope you are well! My child attends your local public school, PS. 334, The Anderson School. We are starting now to prepare for our annual school auction on April 29th, 2022. Our parent-run auction is an essential event that we rely on to raise money for programs for the students in our school. Funds for our school are as important as ever this year. I am hoping

**\*\*PLEASE INSERT THE NAME OF THE ORGANIZATION HERE\*\*** would consider making a donation this year. This can be in the form of a **\*\*PLEASE INSERT APPROPRIATE ITEMS HERE SUCH AS class(es), group class(es), personal training session, gift certificates, birthday parties, camps, etc\*\***.

All donors receive exposure to the **500+** families in our school community, including thank you mentions featured in direct emails to our parents, as well as listings in our auction catalog. **We can also feature your logo and link to your website on our Auction & PTA websites.** Anderson parents love to patronize the businesses that support us!

MANY OF OUR CRITICAL PROGRAMS DEPEND ON DONATIONS. Foreign language instruction, assistant teachers (to support 30+ kids per class), chess, instrumental music, classroom technology, our middle school sports teams and more are all made possible with the funds we raise through our annual auction.

I'd love to help promote **\*\*PLEASE INSERT THE NAME OF THE ORGANIZATION HERE\*\*** AND help Anderson raise funds for the kids.

Are you able to help out? Please let me know your thoughts.  
Thank you so much for your time and consideration!

Kind regards,

## **Sample Two**

### **Email for a donor NOT in the neighborhood**

**\*please personalize and edit wording accordingly\***

Hi,

I am writing today because my child attends PS 334, The Anderson School, a city wide public school on the Upper West Side that attracts kids from all five boroughs. We are starting to prepare for our annual auction event on April 29th, 2022. The Auction is a parent-run event that we rely on to raise money for programs for the students in our school - and I was wondering if **\*\*PLEASE INSERT THE NAME OF THE ORGANIZATION HERE\*\*** would consider making a donation. This can be in the form of a **\*\*PLEASE INSERT APPROPRIATE ITEMS HERE SUCH AS class(es), group class(es), personal training session, gift certificates, birthday parties, camps, etc\*\***.

All donors receive exposure to **500+** families in our school community, including thank you mentions featured in direct emails to our parents, as well as listings in our auction catalog. **We can also feature your logo and link to your website on our Auction & PTA websites.** Anderson parents love to patronize the businesses that support us!

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I'd love to help promote **\*\*PLEASE INSERT THE NAME OF THE ORGANIZATION HERE\*\*** AND help Anderson raise funds for the kids.

Are you able to support us this year? Please let me know your thoughts.  
Thank you so much for your time and consideration!

Kind regards,