# Fundraising Letter to Individuals

*This letter is intended to reach out to individuals with a personalized request for support and donations towards a nonprofit cause or campaign.*

Dear **{name}**,

I hope this message finds you well. My name is **{senderName}**, and I represent **{organizationName}**, a nonprofit organization dedicated to *{missionStatement}*. Throughout our efforts, we have remained committed to making a meaningful impact on our community, and today, I’m reaching out to ask for your support.

Your generosity has the power to transform lives. With your help, we can:

{#impactPoints}

* {point}

{/impactPoints}

This year, our goal is to raise ${fundraisingGoal} by **{deadlineDate}**. Every contribution—no matter the size—helps us move one step closer to that goal. Your past support has made a real difference, and your continued involvement means the world to us.

{#hasPreviousDonated}

As someone who has supported us before, we cannot thank you enough. Your previous donation of **${previousDonationAmount}** helped us *{previousImpactDescription}*.

{/hasPreviousDonated}

{^hasPreviousDonated}

If you've never donated before, now is the perfect time to get involved. Your first gift can go a long way in supporting our mission.

{/hasPreviousDonated}

Here are a few examples of how your contribution can help:

|  |  |
| --- | --- |
| **Donation Amount** | **Impact** |
| {#donationTiers}{amount} | {impactDescription}{/donationTiers} |

We would be honored to have your continued support. You can make a donation securely at **{donationLink}**. If you have any questions or would like to learn more, please don’t hesitate to reach out to me directly at **{contactEmail}**.

Thank you for considering this request and for being someone who cares deeply about making a difference. Together, we can achieve incredible things.

With gratitude,

**{senderName}**  
*{senderTitle}*  
{organizationName}