

Mmm dd, yyyy

Business Name and Address

Dear Manager,

My name is _____, the Annual Giving Assistant at the _____. Currently, I am managing the on campus phone program, the Fund for _____. Throughout the semester, students make calls to various alumni, friends, and parents of _____ seeking financial assistance for academic programs and scholarships. The Fund for _____ is a critical part of annual giving and brings in substantial funding for the University. We received over \$1 million dollars from alumni, friends, and parents of _____ last year from our calling program alone!

Last year, you were able to donate gift certificates to our program as incentives to our student callers. It is my great pleasure to thank you for your generosity. To help our students reach their full potential, we offer them a variety of incentives to stay motivated. Your gift is greatly appreciated!

With the Fall semester quickly approaching, I was hoping that we might be able to count on your support again. Gift certificates are preferred, but any merchandise you might be willing to donate is greatly valued. These rewards will be used to help our callers become more successful, offer encouragement, provide friendly competition, and give recognition to our top callers. Students find these prizes exciting and absolutely love being able to receive them!

With over 100 students employed each year at the Fund for _____, this is a great way to make students more aware of _____. After receiving a gift certificate, students will often return to the place of business. Additionally, to show our thanks we will provide free advertising on our website. We can list your business as one of our generous supporters. Your gift may also be tax deductible by law. Most importantly, your support will help us reach our goals for the upcoming year.

If you are interested in supporting our efforts with gift certificates, please use the return envelope enclosed to send them. If you have larger merchandise or simply prefer, I can stop by and pick up any gifts at your earliest convenience. Please don't hesitate to call or email me.

I would like to thank you in advance for your consideration and wish you the best of luck in the upcoming months!

Sincerely,

Annual Giving Assistant