

Email Subject: **Need your help supporting my child's school**

Sample 1: email for a donor in the neighborhood

Dear **Donor's Name**,

I live in the neighborhood and my child attends the HudsonWay Immersion School. We are looking to raise funds for our online Auction and live event on **March 15**. The Auction is a parent-run event that we rely on to raise money for our school.

It would be great to have **XXX organization's** support! This can be in the form of a **class(es), group class(es), personal training session, gift certificates, birthday parties, camps, etc.**

It's a great way to promote your company and would be a huge help to our school. You will be listed on our Auction website, which will be viewed by hundreds of families across NYC. Past donors have benefited greatly from the exposure.

Our goal for this year's auction is \$20,000. The money raised will be used to purchase portable media center electronics for the students, to enhance their school projects.

Please let me know your thoughts.

Thank you so much for your time and consideration!

Best,
Solicitor's Name

Sample 2: email for a donor NOT in the neighborhood

Dear **Donor's Name**,

I am writing to you because my child attends the HudsonWay Immersion School, a private nursery to 5th grade day school on the Upper West Side with a Mandarin immersion program.

We are looking to raise funds for our online Auction and live event on **March 15**. The Auction is a parent-run event that we rely on to raise money for our school.

It would be great to have **XXX organization's** support!

This can be in the form of a **class(es), group class(es), personal training session, gift certificates, birthday parties, camps, etc.**

It's a great way to promote your company and would be a huge help to our school.

You will be listed on our Auction website, which will be viewed by hundreds of families across NYC.

Past donors have benefited greatly from the exposure.

Our goal for this year's auction is \$20,000.

The money raised will be used to purchase portable media center electronics for the students, to enhance their school projects.

Please let me know your thoughts.

Thank you so much for your time and consideration!

Best,

Solicitor's Name

Follow-up Email – if donor asks how to donate

Dear [Donor's Name],

Thanks for your support!

You can fill out the donation form online through this link:

<https://hwisauction2019.wufoo.com/forms/hwis-2019-auction-donation-agreement/>

A downloadable form is also available here (scroll to the “Info for Donors” section):

<https://hwis.org/parents/new-york/auction-fundraiser/>

It would be great if you could submit the form no later than **February 25th**.

Please let me know if you have any further questions.

Best,

[Solicitor's Name]