

Help Share NVC Fundraising Toolkit:

Sample Sponsorship Solicitation Letter

[DATE]

[NAME, TITLE]
[ORGANIZATION NAME]
[ADDRESS]
[CITY STATE ZIP CODE]

Dear [MR/MS/MRS. LAST NAME]:

I'm writing to express my gratitude for your generous donation to [NAME OF YOUR ORGANIZATION]. Your gift of [STATE SPECIFIC DONATION] was an integral part of the success of the [NAME OF EVENT] event. With more than [NUMBER OF ATTENDEES] in attendance from [AROUND THE WORLD / AROUND THE REGION / AROUND THE STATE / ETC.], and representation from [WERE THERE ANY SPECIFIC ORGANIZATIONS OR DECISION MAKERS WHO ATTENDED THE EVENT THAT WOULD BE OF INTEREST TO THIS DONOR? LIST THEM HERE], we are confident that this training offered a valuable resource to our community.

As you are aware, [NAME OF YOUR ORGANIZATION] is a small [NONPROFIT] community organization made up of [NUMBER OF VOLUNTEERS ASSOCIATED WITH YOUR TEAM/GROUP] volunteers, and a substantial number of associates from community organizations and businesses like your own. Your assistance has helped us allocate event revenues toward the sustainability of our organization – a significant step toward ensuring that Nonviolent Communication training continues to be offered throughout the community.

In the past year, [NAME OF YOUR ORGANIZATION/TEAM/GROUP] has worked with nearly [NUMBER OF COMMUNITY MEMBERS YOU'VE TRAINED OR REACHED VIA PRACTICE GROUPS, ETC.] community members. These individuals represent diverse socioeconomic, ethnic and political backgrounds. We look forward to continuing to grow our local NVC community, teaching skills to affect lasting, peaceful resolution to conflict, deep healing, learning-rich classrooms, and more. [CUSTOMIZE THIS LAST PARAGRAPH BASED ON WHAT STRATEGIES YOUR ORGANIZATION HAS AVAILABLE TO COMMUNICATE REGULARLY] If you'd like to stay apprised of future workshops as well as keep informed about the work we're doing in the community, please consider subscribing to our e-newsletter. [MORE ABOUT YOUR E-NEWSLETTER HERE, SUCH AS WHAT THEY'LL FIND IN IT, HOW OFTEN IF COMES OUT, AND HOW THEY CAN UNSUBSCRIBE AT ANY TIME].

Thanks again for your generous contribution. Should you have any questions or concerns, please do not hesitate to contact me at [PHONE NUMBER].

Sincerely yours,

[SIGNATURE]

[NAME / TITLE / ORGANIZATION]