

Sample In-Kind Donation Solicitation Letter

[DATE]

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

Dear [MR/MS/MRS LAST NAME]:

[GET RIGHT TO THE POINT IN YOUR FIRST PARAGRAPH – STATE YOUR REQUEST CLEARLY AND SPECIFICALLY] My name is [NAME] and I'm writing to request your in-kind donation of [SPECIFY YOUR REQUEST] to support the success of our [DATE OF EVENT] workshop, [TITLE OF WORKSHOP/EVENT]. [NAME OF YOUR ORGANIZATION] is a small, volunteer-based nonprofit that [HIGHLIGHT MAIN FUNCTION OR YOUR ORGANIZATION].

"[ADD SHORT ENDORSEMENT QUOTE HERE FROM A PAST TRAINING PARTICIPANT THAT CAPTURES WHY THE TRAINING IS SO VALUABLE.]"

[ADD SOME STATISTICS AND LOCALIZED INFORMATION NEXT THAT SPEAKS TO THE NEED FOR THIS TRAINING IN YOUR COMMUNITY; AS WELL AS WHAT BENEFIT IT CAN HAVE FOR THE COMMUNITY]

[ADD A PARAGRAPH ABOUT THE SPECIFIC BENEFITS PARTICIPANTS WILL EXPERIENCE AS A RESULT OF THIS WORKSHOP. ALSO HIGHLIGHT WHAT BENEFIT YOUR ORGANIZATION WILL EXPERIENCE AS A RESULT OF THIS IN-KIND DONATION—SUCH AS YOU'LL BE ABLE TO OFFER SCHOLARSHIPS, OR THAT EVENT REVENUES WILL BE USED TO SUPPORT THE SUSTAINABILITY OF YOUR ORGANIZATION IN THE COMING YEARS, OR THAT YOU ANTICIPATE REACHING MANY MORE PEOPLE AS A RESULT OF THE DONATION.]

[STATE WHAT BENEFIT THE DONOR WILL RECEIVE AS A RESULT OF THEIR CONTRIBUTION]
As an in-kind donor, you will enjoy heightened visibility of your commitment to our community. More importantly, you will be helping us teach valuable, life-changing communication skills to more than [IDENTIFY HOW MANY PEOPLE YOU ANTICIPATE WILL ATTEND, AND/OR IF YOU'RE OFFERING THIS TRAINING TO A SPECIFIC GROUP OF PEOPLE IDENTIFY THIS GROUP HERE].

As a member of the [CITY OF EVENT] business community, you have a stake in the economic and civic health of our community. Nonviolent Communication offers exceptional, usable skills to reduce conflict and violence across socioeconomic, political, and ethnic lines. We look forward to working with you and will be contacting you within the next few days. Should you have any questions, please contact me at [PHONE NUMBER].

Sincerely yours,

[SIGNATURE]

[NAME, TITLE, ORGANIZATION]