

Sample One
email for a donor in the neighborhood

Hi,

I live in the neighborhood and my child attends a local public school, PS. 334 (The Anderson School).

We are starting to prepare for our annual online Auction in December and for our live event on **March 9th**. The Auction is a parent-run event that we rely on to raise money for our school. I was wondering/hoping **XXX organization** would consider making a donation this year. This can be in the form of a **class(es), group class(es), personal training session, gift certificates, birthday parties, camps, etc.**

All donors receive exposure to the over **500** families in our school community, including thank you mentions featured in direct emails to our parents, in-backpack fliers and 750 auction catalogs. **We can also feature your logo and link to your website on our Auction & PTA websites.** Anderson parents love to patronize the businesses that support us!

MANY OF OUR CRITICAL PROGRAMS DEPEND ON DONATIONS. Foreign language instruction, assistant teachers (to support 30+ kids per class), chess, instrumental music, classroom technology, our middle school sports teams and more are all made possible with the funds we raise through our annual auction.

I'd love to help promote **XXX** AND help Anderson raise funds for the kids.

Please let me know your thoughts.

Thank you so much for your time and consideration!

OR (scroll down)

Sample Two

email for a donor NOT in the neighborhood

Hi,

I am writing today because my child attends PS 334 (The Anderson School), a city wide school on the Upper West Side that attracts kids from all five boroughs. We are starting to prepare for our annual online Auction in December and our live event on **March 9th**. The Auction is a parent-run event that we rely on to raise money for our school - and I was wondering if **XXX organization** would consider making a donation. This can be in the form of a **class(es), group class(es), personal training session, gift certificates, birthday parties, camps, etc.**

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