



COMMUNITY ACTION MONTH | TOOLKIT

MAY 2018

Sample Fundraising Letter / Email

Dear [Insert Name of Individual],

We are excited to announce that May 2018 is Community Action Month, a celebration of the accomplishments of Community Action Agencies across the country who are a robust state and local force—reaching children and families in 99 percent of America’s counties with life-changing services that create pathways to prosperity. As a Community Action Agency, [insert name of your agency] is committed to the Promise of Community Action: *to change people’s lives, embody the spirit of hope, improve communities, and make America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.*

In the past [month/year], [insert name of agency] served [number] of families with low-income and transformed their lives by helping them become self-sufficient. We are particularly excited to share the story of [name of individual served], who participated in [name of program]. [Insert brief anecdote about how the person was helped by the program and give a tangible example of how his/her life has improved.] But [name of individual] is not the only person positively impacted by [insert name of agency]. [Insert relevant facts that demonstrate your agency’s success to show how you are having a positive impact on the region.]

As [insert name of agency] improves the lives of people in our community, we also need our community to help us. We request that you make a special Community Action Month gift of [insert suggested amount, appropriate to audience and link to online donation form, if an email]. Your generosity will allow us to continue to change people’s lives in [name of community].

We very much appreciate your generous contribution!

Yours truly,
[Insert name of Board President]
Board President
[Insert Name of agency]