



## DONATION SOLICITATION LETTER (TO FRIENDS AND FAMILY)

*A good fundraising letter is clear, concise and personal. Your goal is to let your friends and family know about your participation in Skip Lunch Fight Hunger and why it's so important to raise funds for New York City's hungry children and their families. Below is a basic template. We encourage you to add details to explain your unique passion for the campaign.*

Dear [Name]:

From now through May 11<sup>th</sup>, I will be raising funds to support City Harvest's annual *Skip Lunch Fight Hunger*, a citywide initiative that asks individuals to donate what they would normally spend on lunch to help feed New York City's hungry children and their families. In New York City, it is not uncommon to spend as much as \$10 on lunch without thinking twice. With that same \$10, City Harvest can feed over 43 children. By collectively bringing together our lunch money on May 11<sup>th</sup>, we can make a significant impact on hunger in our city.

With your support, I hope to raise [your goal]. Any amount helps City Harvest rescue and deliver good food for hungry kids and their families for just 23 cents a pound!

- \$5 can help feed 3 children for a week
- \$10 can help feed 14 moms and their children for one day
- \$15 can help feed 2 children for an entire month

Please join me in the fight against hunger. Sponsor me by making a tax-deductible contribution on my fundraising page: [hyperlink to your personal fundraising page] or send me a check payable to City Harvest.

Thank you in advance for your generosity and your contribution to City Harvest. I look forward to updating you on my team's progress.

With sincere thanks,

[Your Name]