

Sample Fundraising Letter

Dear friend, family, neighbors or colleague,

I'm writing to let you know about an important commitment I have made and to ask for your financial support. Next June I will climb Mt. Shasta, a 14,162-foot volcano in the Cascade Range. That's right! Over three days I'll trek up to the summit, carrying everything I need on my back to stand on one of the highest peaks in California. Why am I doing this?

I'm Climbing for Kids. That means that the money I raise through sponsorships will be used to make wilderness trips available to at-risk and underprivileged youth. These are kids that have never slept under the stars, seen a deer in the wild, or jumped into a cool mountain lake after a long hike.

Like me, many of you have had incredible experiences in nature that you'll never forget. For me it was playing in a stream in the patch of woods behind my childhood home. They are memories that last a lifetime, and they can be the foundation for a lifetime of appreciating nature and protecting the environment. My climb alone will make it possible for 50 kids to experience wilderness – on everything from day-hikes to backpacking trips – where they'll have life-affirming experiences that will stay with them forever.

You can help support this important cause by making a tax-deductible donation, either online or through the mail. Your gift benefits Bay Area Wilderness Training, a non-profit that has worked with over 210 youth organizations, and helped them take over 5,000 youth outdoors since 1999. Here's what your support will create for a young person who needs it:

- \$50 Enough to take one kid on one trip this year.
- \$100 Puts one more backpack in our gear-library – it'll be loaned out to hundreds of kids.
- \$200 Buys one pair of snowshoes, to be worn by a kid this winter on their first trip to the snow.
- \$1,000 The cost to train and support one youth worker for one year. Once trained they'll have the capacity to take dozens of kids out on several trips throughout the year.

This cause is all about connecting kids to nature, not just once, but for the rest of their lives. Bay Area Wilderness Training teaches adults to lead youth outdoors and then lends them the gear to do it over and over again. It's called a Training-the-Leader model, and it's an extremely efficient way to get more kids outdoors. When you donate you can be confident that your money is really having an impact on the lives of young people who need it most.

Thanks for your interest. My goal is to raise \$3,200 and I can't do that without your support. Please make a donation that will support this incredible cause. I look forward to hearing from you.

With heartfelt thanks,