

Sample Letter/Email

General Email Asks

Dear [NAME],

[LEAD WITH A SENTENCE OF PERSONAL SALUTATION IF DESIRED]

On behalf of our YMCA, I would like to invite you to consider supporting our efforts in bringing the YMCA to all in our community regardless of their ability to afford it. As a volunteer of the Y, I have seen how the Y is making a difference in the lives of youth and families in our community.

[CONSIDER ADDING A COUPLE SENTENCES ABOUT YOUR OWN PERSONAL INVOLVEMENT IN THE YMCA]

The YMCA strives to ensure everyone can benefit from YMCA programs and services regardless of their ability to afford or access those services. The Y's Annual Campaign unites YMCA staff, volunteers and generous community members in sharing Y stories and raising dollars needed to provide programs and services to those who need the YMCA most.

Please consider supporting our efforts in strengthening the community through the YMCA. As our area continues to grow, so does the need for youth and families that require assistance to participate in YMCA programs. Your consideration of financial support will make it possible for us to continue our mission of serving all in the community. In addition, 100% of your donation is used for direct support and all the funds raised stay in our community to support local kids and families.

Thank you in advance for your time and consideration of making a commitment to join our efforts to meet the needs of all in our community.

Sincerely,
[NAME]