## Sample Solicitation Letter

Mr. J. B. Goodfriend

555 Any Street

Anytown, NY 12345

Dear J.B.:

Last year Sunny Valley Animal Shelter arranged adoptions for more than 400 dogs and cats that otherwise would have been homeless or euthanized. We also provided free and low-cost veterinary services for pets belonging to hundreds of low-income community members. And this year, we need to do even more.

Knowing how much you care about your own dogs, I hope that you can help with a contribution of $150 — the cost of admitting a stray dog to the shelter. These costs include a medical exam, inoculations, collars and tags, basic grooming, bedding, and food.

I am proud of Sunny Valley Animal Shelter’s reputation among local animal lovers and veterinarians. In addition to placing lost and surrendered cats and dogs in good homes, we also spay and neuter feral cats, provide internships for high-school and college students, and present well-attended educational programs and an informative website for people seeking handling and training advice about their pets.

To keep our fees low and ensure a high rate of pet adoption, the shelter must raise funds from grants, a county contract, and donations from Anytown animal lovers.

Our annual fund drive normally covers 20 percent of Sunny Valley’s annual budget. This year we need to do more. As you well know, three manufacturing plants have laid off hundreds of workers over the last five years. We have seen an increase in the number of animals surrendered to the shelter by families who have lost jobs. Others, who were not able to make mortgage payments, had to surrender their pets when they moved to apartments.

Further, the county has alerted us to anticipate a reduction in our annual contract because of its constrained budget.

To uphold the quality of our services to animals and their caretakers, and to accommodate more animals at Sunny Valley, we have set the ambitious goal of doubling the money raised through the annual fund drive. Every board member has contributed and has increased his or her gift. Now, won’t you help us make our goal?

Please visit our website — www.yoururl.org — and contribute through the Donate Now function, or send your contribution in the enclosed, pre-addressed envelope.

I wish you the very best and thank you in advance for your help.

Sincerely,

Jane Doe

Board Member

Sunny Valley Animal Shelter