

General donation request email template

Dear _____,

As the need for our services continues to grow due to [specific cause statement], your generous support is more vital than ever in our ability to provide [services you provide, projects you complete].

You can help us complete [specifics about furthering your cause] by sending an urgently needed contribution to [nonprofit's name] today. Here's what your tax-deductible donation can provide:

[Insert specific impact statement. You can also use an image to communicate impact.]

You help to make so much good happen at [nonprofit's name] — [add specifics of what donations help your organization achieve]. Thank you. I hope you'll continue your commitment to [nonprofit's name] by making a gift today at [website/online donation page].

We are deeply grateful for your continued support. Your gift makes a huge impact on [who your mission serves] today, tomorrow, and forever!

Sincerely,

Your Name

Your Title

Your Contact Information