

SAMPLE: REPEAT IN-KIND DONATION REQUEST LETTER

[DATE]

Dear [NAME],

Your generosity last year had an immediate impact on the Sudden Unexplained Death in Childhood (SUDC) Foundation. Thanks to donations such as yours during [EVENT], we were able to raise more than [TOTAL MONEY RAISED] from [NUMBER] participants.

These funds were put to excellent use. For example, [DETAILS ON WHERE PREVIOUS FUNDING WENT TO SUPPORT].

But much remains ahead. As the [NUMBER] anniversary of [CHILD'S NAME] tragic death approaches, his/her parents are still living without knowing what caused their unfathomable loss. Countless other parents across the country and throughout the world share a similar struggle.

To continue our pursuit of this heartbreaking phenomenon, we're looking for your assistance again.

The second [or third, fourth, etc.] annual [NAME OF EVENT] will take place on [DATE] at [TIME] at [LOCATION]. It will include [BRIEF DESCRIPTION OF EVENT]. Any gift you make is greatly appreciated and is tax-deductible to the extent allowable by law. In particular, we are hoping you might be willing to donate [GOOD OR SERVICE NEEDED].

Thank you in advance for your gift. Please feel free to contact me at [CONTACT INFORMATION] to learn more about getting involved. You can also visit our website at [WEBSITE] or the SUDC Foundation at www.sudc.org for more information.

Sincerely,

[FAMILY NAME]

In Memory of our angel [CHILD'S NAME]