

Mon dd, yyyy

Name
Manager
Business Name
Business Address

Dear _____:

You were recently contacted by _____ regarding The Foundation Phonathon. We just completed the Spring Phonathon and successfully raised over \$0,999 for _____. For 20 years a group of over 30 dedicated and hard-working students come together to raise money for the _____ Excellence Fund. These students called alumni, parents, and friends of the university. Our callers request financial support on behalf of student organizations, scholarships, campus enhancements, technology upgrades, and research projects to name a few. Our goal for the yyyy-yy Phonathon is to raise \$0,000 by Mmm yyyy. As ambitious as this may seem during this economic climate, we are confident our callers will rise to the challenge.

Our Fall Phonathon will begin on mmm dd, yyyy and will continue through mmm 9999. I am writing to request gift certificates or food coupons from _____ that we can use to reward our student callers for the upcoming phonathon. A gift certificate or food coupon is a huge incentive for our callers and we noticed their motivation increases when we hand out these rewards. Callers work a little harder to get that next pledge or to be the top caller of the night if they know they are eligible for a nice prize from their favorite _____ business.

If you're able to assist us in this effort, we would like to thank you by adding _____ on our phonathon website and in the _____ Shopper's Guide for the yyyy-yyyy school year. For your convenience, we have enclosed a pre-stamped envelope addressed to our phonathon program. Please help us make the yyyy-yyyy Phonathon successful and fun! Your support of the _____ Spring Phonathon is greatly appreciated and every little bit helps.

If you have any questions, please don't hesitate to call me at (999) 999-9999 or by email at _____. Here is our Tax ID Number for your records: _____. Thank you for your time and consideration.

Warm regards,

Assistant Director of Annual Giving