# Sponsor Solicitation Sample Letter

Please feel free to update with your group’s information and use this sample solicitation letter to request gifts from corporate sponsors and/or local businesses to support your scholarship or other fundraising campaign. Note: All forms must be approved by the IU Foundation and IUAA Business Office before use. Your liaison can assist with obtaining proper approvals. Allow 2-3 weeks for final approval.

(Date)

(Company Name)
(Contact Name)
(Address)
(City, State, Zip)

Dear (Contact Name),

My name is (alumni leaders’ name) and I am the (position within alumni group) of the (alumni group name). On behalf of the rest of the (insert group name) alumni board, I would like to invite you to participate in a very special event. For the past (number of years) years, we have had the pleasure of hosting the annual (name of the group event) to benefit the (scholarship account name).

In this paragraph, provide a brief but thorough description of your organization and your mission statement/goals for the fundraiser. It may also be helpful to include how your organization is supported and if their gift is tax-deductible.

Here’s how you can help:

1. Please consider contributing an item to the silent auction. Some items that have sold well at past auctions include: (provide a list of items. If this is your first charity auction, provide a list of some ideal items you are looking to showcase at the event. This information can be changed base on the organization you are soliciting). I have enclosed a donation form for you to complete.
2. Please mark your calendar and plan to attend the auction on (date). Provide event details here. We encourage you to bring a friend or colleague.

Thank you, in advance, for your support of this important event. Together we can make a difference!

For the Glory of IU,

(alumni leader’s name)
(alumni leader’s title)

The Indiana University Foundation solicits tax-deductible private contributions for the benefit of Indiana University and is registered to solicit charitable contributions in all states requiring registration. For our full disclosure statement, see go.iu.edu/89n. Alternative accessible formats of documents and files on this site can be obtained upon request by calling us at 800-558-8311.