

Sample fundraising letter

[Fill in the blanks where noted. Send to area businesses weeks in advance of your campaign.]

Dear (Name of local business or store manager),

Typically, our home is our sanctuary. It's the place we turn to for comfort and relaxation. But home can have its dangers. The majority of fire deaths occur at home each year. In fact, the fire death rate (per 1,000 home fires reported to U.S. fire departments) was 10 percent higher in 2016 than in 1980. This startling statistic from the National Fire Protection Association (NFPA) is behind this year's Fire Prevention Week theme: "Look. Listen. Learn. Be aware - fire can happen anywhere.™" NFPA's call to action reinforces why everyone needs to pay attention to their surroundings.

The (Your Town/City) Fire Department works throughout the year to educate the community about fire safety. But we don't have the budget to adequately promote this year's Fire Prevention Week campaign, which runs from October 7 through October 13.

We invite you to be part of this life-saving cause, to help members of the community reduce their risk of fire and be prepared in the event of a fire. This year's Fire Prevention Week theme applies to virtually all locations, including businesses. But NFPA continues to focus on home fire safety because of the risks at home.

Fire Prevention Week is the longest running public health and safety observance on record. A donation of (\$) would enable us to (specify how the funding will be used, such as purchasing and distributing Fire Prevention Week brochures), and ultimately educate (Your Town/City) residents about the importance of identifying fire hazards in the home, listening for the sound of the smoke alarm, and knowing two ways out of every room as part of a fire drill escape plan.

If you can make a donation, we will recognize your generosity by (Clearly explain how you plan to promote the business's involvement in your campaign.).

I look forward to speaking with you. I've included my contact information below in case you have any questions. Thank you in advance for your consideration.

Sincerely,

(Your Name, Title)
(Your Town/City) Fire Department
(Phone number)
(Email address)