

Fundraising letter template



Spread the word this Christian Aid Week and collect money from your neighbourhood in an easy, personal way.

1. Simply use the letter template overleaf to write a personal message, introducing Christian Aid's work and asking for a donation.
2. Deliver it to your local community.
3. You don't need to go back and knock on doors, or fill in any paperwork, as the template includes a slip allowing people who donate to send their gift directly to Christian Aid.
4. Include your OR number on the reverse of the letter and we'll be able to tell you how much money your group raises.

We'd love to hear your feedback!

You can tell us what you think of this idea, or send us an example of your letter, by emailing caw@christian-aid.org

Thank you!

Top tips for your letter

- **Use plain English and be conversational.** Short sentences can be very impactful.
- **Share a story like Jebbeh's:** Jebbeh lives in Sierra Leone, the world's most dangerous place to become a mum. She's heavily pregnant. Her sister just died giving birth and she fears she could be next. Would you give to help make sure more mums give birth safely?
- **Emphasise your local link.** Is your church holding an event this Christian Aid Week? Use your letter to invite readers to a service or other event. Let the reader know you are a volunteer.
- **Be aware of who you're writing to.** A letter like this will reach a very diverse selection of people, some of whom may not have heard of Christian Aid.
- **Spell check, proof read,** and then read your letter out loud.
- **Be explicit** about what you want the reader to do. Highlight that they can give a gift today with the enclosed slip.
- **Sign your letter by hand** so it feels personal. You could even handwrite the greeting.
- **Include your OR number** in the space provided at the bottom of the form if you want to know how much your group raises through this approach.





Dear Neighbour,

Yes, I would like to give this Christian Aid Week so that more mums and babies have a chance to live.

My gift of:

- £7 could buy a bag of cement for a new health clinic.
- £15 is enough for a stethoscope.
- £60 could buy a starter kit for a community health worker, including bicycle, torch, rain-coat and rain boots.
- I choose to give £ _____

We will use your donations for projects such as those featured and where we consider the need is greatest.

Please return your completed slip in an envelope to Freepost RSUR-YSTS-KJUL, Christian Aid, 35 Lower Marsh, London, SE1 7RL

Title	First Name	Surname
Address		
Postcode		

We would love to tell you how your support is making a difference!

If you do not want to receive marketing by post, or you would like to change the way in which you hear from us, please call our Supporter Care team on 020 7523 2493 or email info@christian-aid.org including your full name and address. We promise never to share your details with any other organisation for marketing purposes. For more information on how we use your data please visit caid.org.uk/privacy. We would also love to contact you regarding future appeals by phone or email. Please add these details below if you are happy for us to get in touch in these ways.

Email address	Phone number
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My payment details

Please do not send cash by post. If enclosing a cheque, please include your name and phone number on the back.

I enclose a cheque / postal order / charity voucher (circle as appropriate) payable to Christian Aid

OR debit my MasterCard Visa Maestro Amex CAF card

Card no (Please copy the long number along the middle of your card) (Maestro only)

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Valid from Expiry date Issue no. (Maestro only)

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Signed	Today's date
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In order to Gift Aid your donation you must tick the box below and date *giftaid it*

I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years to Christian Aid. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. Please notify Christian Aid if you want to cancel this declaration, change your name or home address or no longer pay sufficient tax on your income and/or capital gains.

Fill in today's date and tick the statement

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Group ref no. (volunteer use only) **OR** _____

