
Community Training Sessions

— Session 3: Writing An “Ask Letter” —



Introductions - Staff & Attendees

Introduction

1. Name and where you live
2. Name something you received when you made a request



Participating Organizations

- Hamilton Community Health Network
- City of Flint
- Michigan Institute of Clinical Health Research
- Metro Community Development
- Hasselbring Senior Center
- Flint Innovative Solutions
- Flint ReCAST
- The HUB Flint



Overview of Community Training Sessions

Sessions and Dates

Session 4: Get Noticed - Promote Your Effort through the Press & Social Media, July 23 & 27

Session 5: Letters of Support & Partnerships, August 6 & 10

Session 6: Finding Grants, August 20 & 24



Overview of Community Training Sessions

Sessions and Dates

Tuesday sessions will take place at 6 PM at MSU College of Human Medicine

Saturday sessions will take place at 10 AM at Hasselbring Senior Center

MSU College of Human Medicine is located at 300 E 1st Street, Flint MI 48502. Across from the Flint Farmers Market. Hasselbring Senior Center is located at 1002 W Home Avenue, Flint MI 48505.



Attendee Registration

Extremely important that you share with us

Each attendee is asked to share contact information, your motivation to attend today's session, indicate what topics you want more information on and where you heard about the Community Training Sessions.

Your feedback will help us better serve you and lets our employers know who we are serving.



Goals of Community Training Sessions

Help people start their efforts.

Teach others what we have learned.

Support others so they succeed.



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Just Ask!

Ask for

- A Sponsorship
- Services or Materials
- Advice



Ask and You Will Receive

- **Grand Blanc Dog Park** - \$40,000 in labor and equipment to build park
- **Burton Movies in the Park** - Projector & sound system donated
- **Fiesta Mexicana** - \$1,000 in donations for event promotion



An Ask Letter Is...

- Direct and to the point
- Informative
- Asks the reader to give money and support
- One page (most of the time)



Tips for Writing An Ask Letter

- Use "I" and "You", but Mostly "You"
- Talk About Benefits, Not Needs
- Make the Ask
- Use Simple, Straight Forward Words
- Make Your Letter Easy to Read
- Give Readers a Reason to Send Money Now
- Make It Easy to Donate

<https://www.thebalancesmb.com/writing-a-fundraising-letter-2502087>



Use "I" and "You", but Mostly "You"

- Add human interest and emphasize the personal touch by using "I" and "You."

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Talk About Benefits, Not Needs

- Donors give to get something in return, like the good feelings that come from helping others, or an opportunity to enjoy a great experience. They are not interested in your issues.

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Make the Ask

- Be specific when asking for money. Ask the donor for what your organization needs.

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Use Simple, Straight Forward Words.

- Your words should be powerful and your sentences short and punchy.
- Use emotional words rather than those that need analysis.
- Use adjectives and adverbs sparingly, and avoid abbreviations or acronyms.

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Make Your Letter Easy to Read

- Avoid paragraphs that are more than seven lines long
- Use bullets to add oomph to your points
- Use subheads. If the letter is long, try centering and underlining the subheads
- Underline sparingly but consistently to call attention to keywords and phrases

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Give Readers a Reason to Send Money Now

- Create a sense of urgency with a deadline for a matching donation, or mention a budget period or a particular holiday

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Make It Easy to Donate

- Let donors know where they can send their donation
- If possible, allow online donations

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Real Example - Fiesta Mexicana



May 22, 2019

Dear Cheryl,

On behalf of the Planning Committee, I am inviting ELGA Credit Union to participate in the 62nd Annual Fiesta Mexicana to be held at Our Lady of Guadalupe Church on Saturday, June 29th and Sunday, June 30th.

Fiesta Mexicana is the largest celebration of Hispanic culture outside of Detroit and Grand Rapids. The annual event showcases authentic food, musical acts, cultural exhibitions and vendors. Musical acts will be coming from Grand Rapids, Adrian and Chesaning. El Ballet Folklórico Estudiantil, a youth-arts music and dance program, is focused on preserving the Mexican culture and its traditions, will perform Mariachi style presentations.

Personalize the letter

Dates and time of event

Description of event



Real Example - Fiesta Mexicana

Your financial support will allow us to promote the event to more people across Genesee County and Mid-Michigan.

In past years, the Fiesta Mexicana has attracted more than 5,000 people over the two-day celebration. Our goal is to attract 7,500 people to the 2019 event. Participating in the two-day event will allow your organization to connect with the growing Latino community in Mid-Michigan.

Sponsorship Levels

- Presenting Sponsor \$5,000
- Music Sponsor \$2,500
- Beer Tent Sponsor \$1,000
- Participating Sponsor \$250

Sponsors will be recognized on all materials including social media posts, videos and at the event. We will make every attempt to prominently feature ELGA Credit Union at the festival.

Goals of event

Sponsorship levels

How sponsors will be recognized



Real Example - Fiesta Mexicana

Here is the way you can make a donation:

- Make out a check to Our Lady of Guadalupe Catholic Church and put Fiesta Mexicana 2019 in the memo. Please mail it to 2316 W. Coldwater Road Flint, Michigan 48505. We are happy to invoice you as well.

← Donation options

This event is the preeminent Mexican celebration in Mid-Michigan. We hope ELGA Credit Union will participate in the 62nd Annual Fiesta Mexicana!

I can be reached at 810-516-5398. Please reach out. We want to hear from you.

← Contact information

Thank you again!



← Signature

Tomas Tello, Fiesta Mexicana Event Planning Committee



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