

Sample Solicitation Email - Retail Store

Dear _____,

My name is _____, and I'm a long-time [name of store] supporter.
[Explain here something that you particularly love about the products, services, etc.]

My daughter/son is a ___-grader at PS 9, the public elementary school located at 84th Street and Columbus Ave, and we are having our annual auction this coming March. I would love for you to donate a gift certificate or an experience that would highlight how wonderful your store is. There are tons of our families who already know how great you are, but this is the perfect way to show your support of your local public school and advertise your store to the 700+ families who participate in our auction.

All auction proceeds pay for the salaries of our teaching assistants, which we desperately need given the large class sizes, and other enrichments like chess, art, music, Spanish, and a librarian. So, please donate a gift certificate, gift basket, "day at _____," or other special/unique experience. Our kids are incredible and they deserve a well-rounded public education. We can't do it without local businesses like you!

Please use the links below to see our official letter, online donation form, and printable donation form. My daughter's/son's name is _____ and his/her class is _____ (information for the online form.) Thank you so much in advance!

<http://ps9.org/wp-content/uploads/ps9-auction-donation-letter.pdf>
<https://parentsofps9.ejoinme.org/donations>
<http://ps9.org/wp-content/uploads/ps9-auction-donation-form-2017.pdf>

Best,
[Your name]
Proud PS 9 Parent