

SOLICITATION EMAIL TEMPLATE 1 - BE the CAUSE CAMPAIGN

Use this template as a starting point for the initial solicitation email that can be sent to your chapter's members that has generic information on the BE the CAUSE Campaign. Feel free to pick pieces and customize it as you see fit for your chapter's needs and campaign strategies.

Dear PREFERRED SALUTATION,

Each and every day, the important work you do makes an impact on philanthropy around the world. Together, we can **empower** fundraisers, **strengthen** communities, and **transform** the way donors give. **Please join me today and make your gift.** You can go online to <https://afpglobal.org/be-cause-campaign> or return the enclosed response card.

Our chapter has the opportunity to receive a grant back between 15 to 35 percent in 2021. So the more you give, the more our chapter gets back for local programs such as <<INSERT 2-3 CHAPTER PROGRAMS FOR 2021>>.

Your investment in the AFP Foundation for Philanthropy will help support local, national, and international programs:

- **Diversity & Inclusion** is a pillar of the AFP Strategic Plan, scholarships for people of diverse communities is a priority.
- **Professional Development** through professional development scholarships provide fundraisers and nonprofit leaders with education, training, and leadership development opportunities.
- **Research** that increases knowledge of fundraising, philanthropy, and social innovation includes the Growth in Giving Initiative

How Your 2020 Gift Made a Difference

Last year, our chapter used gifts raised through the cooperative annual fund for <<INSERT CHAPTER PROGRAM HIGHLIGHTS FOR 2020>>.

Nationally, your gift supported...

- \$84,343 in support back to 134 local chapters
- Scholarships
 - AFP International Fundraising Conference (Virtual in 2020)
 - 59 Chamberlain Scholars (first-time conference attendees)
 - 5 Diverse Communities Scholars
 - 5 Collegiate Scholarships
 - ICON Summer Sessions
 - 53 scholarships to those professionally affected by COVID-19 and young professionals
 - AFP LEAD
 - 64 Leadership Scholars
 - Educational support

As an AFP member, you continually demonstrate your commitment to professional education, leadership development, and ethical and effective fundraising practice. When you make a gift to the **BE the CAUSE Campaign**, you are investing in the profession's future and advancing philanthropy. You are part of something that really matters!

If you would like more information, please visit <https://afpglobal.org/be-cause-campaign> or contact me with questions at XXXXXXX@XXXXX.org or XXX-XXXX. If I do not know the answer, I will be sure to get it. Thank you!

Sincerely,

Signature

Name

Title

Chapter

P.S. When you make a recurring monthly gift to the AFP Foundation for Philanthropy you join a special, dedicated group of your peers who choose to play an ongoing role in advancing the issues that affect our profession through the Alpha Society. If you would like to join the Alpha Society, please contact the AFP Foundation at (703) 684-0410.