Email to potential supporting partners

Dear [first name],

I’m writing to you on behalf of [your organisation’s name], an organisation working to [your organisation’s mission]. We have recently been funded by The National Lottery Community Fund but we still need your support.

We are currently looking for [insert what you’re looking for, e.g., sponsorship, event space] to make a difference to our [insert what it’s for e.g., ‘event’, ‘campaigning’ etc. If it’s an event, you should then list all the event details.]

For larger corporates: As a business that is much-loved by our local community here in [your location], we thought you would be interesting in giving back and supporting our battle against climate change, specifically in relation to [your organisation’s mission]. If this is something you’d be interested in, we’d be happy to be part of any external communications you issue to announce your support. Similarly, we would be happy to acknowledge your support via our social media and newsletter.

For smaller businesses: If you are able to support us in this way, we would seek to [insert what you’d be giving back, e.g., drive lots of locals to your venue that evening to spend money behind the bar]. Your business is an asset to our local community here in [your location], and we’d be proud to develop a partnership with you that is mutually beneficial to us both and helps drive [your organisation’s mission].

It would be great to set up a meeting or call to discuss this further – when are you available over the next week or so?

Very best wishes,

[Your name, job title, your organisation’s name]