

[Your Nonprofit's Letterhead]

Date

Your Name

Your Organization's Name

Street

City, State ZIP

Dear [Donor's Name],

Our annual auction [formal name of event] is coming up on [date] at [location]. Last year we raised [amount] thanks to the generosity of our bidders and people like you who donated items to our auction.

This year, we're hoping to raise [amount] to [solve issue, start project, etc.]. For our annual auction, we rely on donated items to help us keep our costs low. That way, more money can go toward [project or cause].

Would you consider donating an item to our auction? We are specifically looking for [items that your organization wants to feature].

**Here are our guidelines for auction items:**

- Market value must be greater than [amount]
- Items must be new or gently used
- Items must be in keeping with the auction theme [when applicable]
- [Insert other guidelines your organization has]

If you have merchandise or an item that fits these guidelines, please fill out the attached information slip and send it back to us in the self-addressed and stamped envelope we included. Someone will be in touch with you within [number of days] to discuss your contribution!

Thank you in advance for your generosity.

Sincerely,

[Signature of an organizational leader]

[Typed name of organizational leader]

P.S. [End with an update about an upcoming event, volunteer opportunity, or other information]

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Name: \_\_\_\_\_ Item(s): \_\_\_\_\_ Phone #/Email: \_\_\_\_\_