RaiseRight

Local Business Outreach

1. **Pick your businesses.** Think of local business owners you already know who spend on staff or client gifts, catering, events, office supplies, or renovations.
2. **Send the letter below.** Fill in the placeholders (the more specific your fundraising goal, the better) and send via email, mail, or hand delivery.
3. **Follow up with options.** If they're interested in participating, send a short list of brands that match what they buy and what each one earns.
4. **Get them set up.** Have them sign up as a new participant in your organization.

Letter Template

Hi <Contact Name>,

My name is <Your Name>, and I'm part of <Your Organization Name> here in <City, State>.

I have a simple ask. If your business buys gift cards for staff appreciation or client thank-yous, would you consider buying them through our RaiseRight fundraiser? You can also buy gift cards for stores you already shop at, then use them yourself to pay for expenses like catering, company events, office supplies, or repairs and renovations.

Each gift card you buy earns money for <Your Organization Name>. You pay face value *and* get the full value, and we get a percentage back. Every cent raised goes straight to <Your Fundraising Goal/What You're Fundraising For>.

On average, we earn about 6% per purchase. To put that in perspective, a $2,000 holiday gift order for your employees would raise $120. A $500 catered team lunch would raise $30, and if you order that lunch monthly, it'll add up to $360 a year!

You can choose from hundreds of brands, including Amazon, Starbucks, Chipotle, Home Depot, Best Buy, Apple, and Staples.

If you're open to it, tell me what your business usually buys, and I'll put together a list of matching brands and what we can earn from each. I'd love to show you how the money you're already spending can go even further for <Your Organization Name>.

Thank you for your consideration and support!

<Coordinator Name>, Fundraising Program Coordinator
<Coordinator Contact Phone and/or Email>

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