**Example Letter**

*Here’s a sample letter/email you can use to send to local businesses in your area that offer gift cards if you’re looking to add them to your program. Personalize by adding your organization’s details and any other important information, then copy and paste to use as appropriate.*

*If sent via email, here are some subject line ideas:*

* *Become a fundraising partner*
* *Support <your organization name> & gain loyal customers*

Dear <name/role you are targeting>,

I’m reaching out to you on behalf of <your organization name> in <city, state>. You are a vital member of the community, and we’d like to extend to you an opportunity to gain additional business from our families, while giving back at the same time!

<Organization name> participates in a gift card fundraising program through RaiseRight (formerly known as ShopWithScrip in case you have heard of them). Our families can raise money just by using gift cards. This is how it works:

* Families at <your organization name> order gift cards through our program and pay face value.
* We buy the gift cards from RaiseRight, or directly from local retailers, for a lesser amount.
* <Your organization name> keeps the difference, called a rebate, and we use the funds raised to <reiterate how they are used at your organization>.

Basically, families can fundraise for <your organization name> simply by using gift cards for their everyday spend, instead of credit cards or cash.

**How to join our program**

While we have access to many national retailers through RaiseRight, we’d love to include local businesses like <the retailer name> as well. You would be providing a great boost to our fundraising efforts, and in return you would receive the grateful support of loyal gift card users. We have found that many of our families only frequent retailers that are included in the program, which could create loyal business for you, but also encourage new people to <shop at/dine at/etc at retailer name>.

To get involved, all you need to do is set a rebate percentage for our organization to purchase your gift cards. For example, if you set a rebate of 10%, our members pay full face value for a $25 gift card, and we’ll purchase the cards from you for $22.50. The $2.50 difference is our fundraising proceed. To see some of the percentages for comparable retailers available through RaiseRight, visit [www.RaiseRight.com/brands](http://www.RaiseRight.com/brands).

Thank you for your time, and I hope you’ll consider joining our gift card fundraising program. If you have any questions at all, please reach out to me by phone or email and I’ll be happy to explain.

Sincerely,

<your name>

<your title or reference ‘Fundraising Program Coordinator’>

<your organization name>

<email>

<phone number>