



Sample Letter/Email

This is the quickest and easiest way to raise big dollars and reach your goal fast. Online contributions tend to be larger than gifts of cash or check.

Use the sample letter on page 2 to get started. The most important elements of your letter are:

- Information about Comfort Zone Camp & where the money goes
- Your reason for supporting Comfort Zone Camp
- “The ask” or request for a donation
- How to donate (webpage URL or mailing address)
- Optional: Add a deadline (*Help me reach my goal by November 15!*)

Emails vs. Snail Mail

Use a layered approach by sending out both email AND snail mail. Some people you know will respond better to a hard copy letter stuck to their fridge as a reminder to make a donations. Others prefer the ease of clicking on a link in an email and quickly entering their donation online.

Many people need more than one request to donate, so it’s okay to send your invitation via both email and snail mail!

Dear (family/friend name here):

I recently made a commitment to Comfort Zone Camp to help raise money to support grieving children. **When a child suffers the death of a parent/guardian or sibling, it is one of the most – if not the most – traumatic experiences of their life.**

I made this commitment because (add your personal story of why you are participating). This year I am (briefly talk about your DIY fundraiser) and have committed to raising (\$ goal).

Add a photo here!

I need your help! In 2019, 1 in 17 children lost a parent/guardian or sibling before the age of 18. **Now, with COVID-19, so many more children are in need of a place like Comfort Zone Camp.** There are limited programs that exist for this underserved population. Very few offer free services, limiting those from low-income backgrounds or those experiencing unexpected expenses/reduced financial resources related to the death in the family.

Comfort Zone Camp is the largest national bereavement program offering FREE programing for children. **Your donation will directly impact a grieving child’s life.**

Every dollar counts and all donations are 100% tax deductible.

Donating to my (DIY Fundraiser) is such a simple and effective way to show your support for this mission. Together, we show these grieving children they are not alone in their loss.

**To make a secure online donation please visit:
(DIY Fundraising URL Website)**

OR to mail a donation check (made payable to Comfort Zone Camp) to my address:

YOUR NAME
YOUR ADDRESS

Thank you for helping children grieve, heal, and grow!

(Your Name)