Global 6K Template Email 5 – Possible Sponsor or Donor

Sponsorship or donation requests should be treated uniquely as the opportunities come. Even if you have an existing relationship with the person or company, each request or connection should be tailored for the specific situation with a specific ask. Follow these guidelines below to draft your email.

REINSTATE OR STATE A CONNECTION
In the first line of the email, remind the person how you know each other and establish common ground. If there is no connection, briefly explain why you’re reaching out to this particular person or company.

INTRODUCE THE GLOBAL 6K
The amount the donor or sponsor is aware of the event or World Vision determines how much information to include. It’s important to state deadlines and dates clearly to create a sense of urgency. Explain clearly what you are asking for and that you are open to other ideas they may have for donations or sponsorships. If you don’t have a specific donation ask in mind attach the 6K for Water sponsorship packet for them to review.

MAKE IT EASY
It’s important to make next steps as simple as possible. Instead of ending the message with a statement like, “I look forward to hearing from you” end it with a question to increase your chances of getting a reply, for example, “Do you have any availability this week to talk more about this opportunity?” You should also include a link to the worldvision.org website so they are able to learn more about the organization.

SAY THANK YOU
Genuinely thank the person you’re writing.