

Sample Letter to Your Potential Donors

Hello Family and Friends,

I have signed up to do something that I feel very passionately about. I have created a fundraiser to support the children at Primary Children's Hospital through Pennies by the Inch. Pennies by the Inch is a historic campaign that has made a difference in thousands of lives throughout the Intermountain West for 98 years.

I am making the commitment to raise (INSERT GOAL AMOUNT) for Primary Children's Hospital, and I'm hoping you will consider helping me make my goal a reality.

The mission of Primary Children's Hospital is to put *The Child First and Always*. Donations allow our hospital to care for every child regardless of ability to pay, and your generosity makes this commitment possible.

How can you help? By making a tax deductible donation to my fundraiser here:
[insert personal fundraising page]

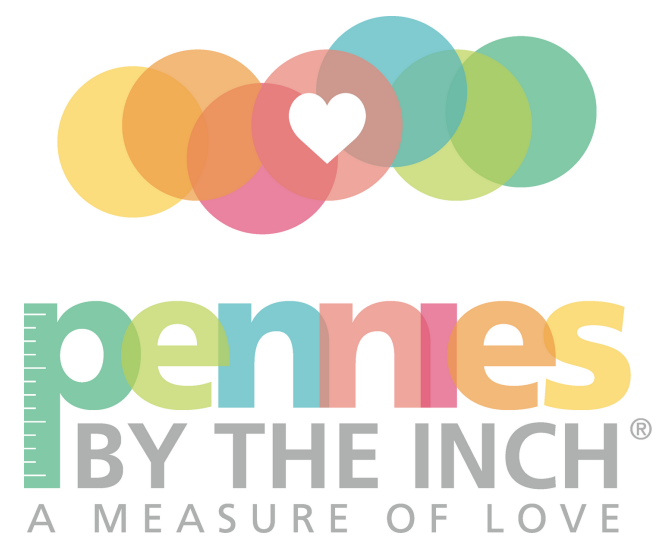
You may also send a check made out to Primary Children's Hospital:
Intermountain Foundation – Primary Children's Hospital
P.O. Box 26722
Dept. 2672223
Salt Lake City, UT 841261

Please help me support the great work that Primary Children's Hospital is doing.

Thank you so much for joining me and making a commitment today!

Sincerely,

(Your name here)



Sample Letter to Returning Fundraisers

Hello (INSERT NAME),

I am very appreciative that you conducted a fundraiser for Pennies by the Inch last year in honor of patients at Primary Children's Hospital! I know first-hand how much time and energy is involved in conducting this campaign, and I **want you to know how grateful we are to have selfless champions like you in our community.**

Hopefully you have seen two emails come through regarding this year's campaign. **We are asking that you create another fundraiser this year and help us when we need it most.**

This year, due to COVID-19, we ask that all fundraising be conducted virtually. All door-to-door fundraising is prohibited and gatherings are strongly discouraged to keep our community safe.

These safety precautions mean we need your help spreading the word, uniting your community, and advocating for the children that are facing isolation during their treatment.

Please consider these patients as you set your fundraising goal and plan your campaign for the year. This year, we will be focusing our fundraising efforts from **August 1 through October 31.**

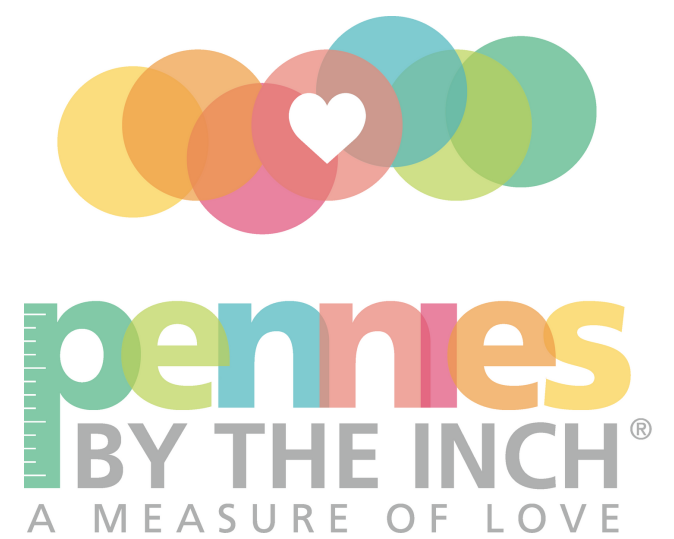
I'm here to assist you with your campaign any way I can! Please feel free to reach out if I **can help you brainstorm virtual implementations** that you can customize for your area.

If you have any questions, I'm always here to help. I'm looking forward to connecting with you soon!

Sincerely,

(Your Name Here)

(Your Phone Number Here)



Sample Letter to New Fundraisers

Hello (INSERT NAME),

I am a volunteer for the Pennies by the Inch fundraising campaign for Primary Children's Hospital. **I want you to invite you to be a champions on our behalf in your community.** Primary Children's Hospital provides care to all children in need, regardless of ability to pay, throughout the Intermountain West. During times like these, we rely on members of our community to step up and help these children that are facing unprecedented times of isolation.

We are asking you to create a virtual fundraiser this year to help us when we need it most.

This year, due to COVID-19, **we ask that all fundraising be conducted virtually.** All door-to-door fundraising is prohibited and gatherings are strongly discouraged to keep our community safe.

*These safety precautions mean **we need your help** spreading the word, uniting your community, and advocating for the children that are facing isolation during their treatment.*

Please consider these patients as you set up a fundraiser for the year. This year, we will be focusing our fundraising efforts from **August 1 through October 31.**

Create a fundraising page by visiting penniesbytheinch.org

I'm here to assist you with your campaign any way I can! Please feel free to reach out if **I can help you brainstorm virtual implementations** that you can customize for your area.

If you have any questions, I'm always here to help. I'm looking forward to connecting with you soon!

Sincerely,

(Your Name Here)

(Your Phone Number Here)