

EMAIL REQUESTING VISIT*

DESCRIPTION

Use this sample as a guide to draft your own email to request a visit with a donor.

SAMPLE: Email Requesting a Visit

Email Header: Time with Chris Bernier re: Headland Lighthouse Plans for 200th

This is the most important part of your email. It should not read like a generic nonprofit email, nor like a fundraising appeal nor, for goodness sake, like spam. Personalize it enough so the recipient quickly sees it's from you. Don't assume your return email is enough.

Salutation: Dear Phyllis:

Address them as you would in person. Check spelling of their name/nickname.

Intro: Hi! Hope this finds you and George well. Jann and I are looking forward to seeing you when we open our summer house in Maine next week.

Establish personal connection.

Purpose: Can I set a time to take you to the lighthouse the following week? You've been so generous to the Friends of the Headland Lighthouse. I'd like you to experience the new trails for yourself. I'd also like to introduce you to their dynamic Founder, Elena Jones. She has some terrific ideas for the lighthouse's 200th anniversary. We want to do this right and would welcome your feedback on our plans, especially since you've so much experience with historic properties.

Tell them you'll call to set a date and describe the project in just one or two sentences.

Next step. I think you arrive Friday night. I'll give you a couple of days to settle in and call Monday to see when I can take you over in the skiff.

Tell them when you'll call.

Personal close: Let me know if there's anything we can pick up for you. Meanwhile, travel safe, and see you next week! Best, Chris

Include contact info in your e-signature to be sure they have it.

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val@vmja.com | www.vmja.com | (610) 565-1352

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Use this template to draft your own email to request a visit with a donor.

For a detailed example of how to craft an email requesting a visit, you can find a sample on my website, or in my book *Nonprofit Hero*.

ACTIVITY: Write your email requesting a visit

Email Header:

Salutation:

Dear []:

Intro:

Purpose:

Next step.

Personal close:

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