Sample Solicitation Email – Retail Store

Dear \_\_\_\_\_\_\_.

My name is \_\_\_\_\_\_\_, and I’m a long-time supporter of [store name]. [Optional: explain here something that you particularly love about the products, services, etc.]

My daughter/son is a \_\_\_-grader at MS 54, a public middle school located on Columbus Avenue between 107th and 108th Streets, and we are having our annual auction this coming March. A ton of our families shop at your store, so what better way to show your appreciation than with a contribution to our school’s auction?

Auction proceeds support many crucial school resources, including professional development for teachers, textbooks for students, classroom supplies and learning tools, afterschool programming, STEM initiatives, technology and library support.

So, please donate a gift certificate, gift basket, or experience that would highlight how wonderful your store is. Our kids are incredible and they deserve a well-rounded public education. We can’t do it without local businesses like you!

You may either fill out a paper donation form, with the donor’s copy as your tax receipt, or fill in the form online with your email confirmation as your receipt. Both forms can be found at http://www.ms54.org/auction.html. Please mail donations and paper forms to: Anne Pejovich, Parent Coordinator, Booker T. Washington Middle School 54, 103 West 107th Street, New York, NY 10025.

Donations are due by February 1, 2018. Please email any questions to auction@ms54pta.org. Thank you so much in advance!

Best,

[Your name]

Proud MS 54 Parent