Appendix: Sample Letters

**Sample Thankyou Donation Letter School**

**Directions: Fill in all bracketed areas and hand-deliver to the business/department/office you are targeting for funding. Follow up with a phone call or in-person visit. If possible, use school or chapter letterhead.**

[*Date*]

[*Recipient’s Name*

*Title*

*Company/School*

*Address*

*City, State, Zip Code*]

To [*Vendor/Staff Member Name]*:

My name is [*your name*] and I am a member of Active Minds, a student organization at [*school name*]. Our chapter is part of Active Minds, Inc, a national non-profit organization whose mission is to empower students to speak openly about mental health in order to educate others and encourage help-seeking. Our chapter is one of hundreds that are changing the culture on college campuses by educating students on positive mental health, symptoms of mental illness, and available resources here at [*school name*].

In order to continue this important work, we are seeking funds and in-kind donations from [*community/campus*] partners like you to support our next program [*name of program*]. This program will [*insert description and purpose of program*]. Your generous gift of [*XX – if requesting a specific in-kind donation or funding amount, include here*] will be tremendously appreciated and go a long way in promoting healthy living for students on our campus.

Since our student organization is affiliated with [*insert school name*]*,* your donation is tax deductible. Furthermore, we would be happy to include your [*business/department/office*] name on all related materials showing your support, as well as distribute a brochure or other promotional material at our event.

Please contact me at [*insert phone number and/or e-mail address*] if you have any questions or would like more information on supporting our event. Otherwise, I will follow up with you within the week.

Thank you for your time,

**[*Your Name*]**

**[*Title/Chapter Position*]**

**[*Phone Number*]**

**[*Email Address*]**

**Sample Thank-You Letter**

[*Date*]

[*Recipient’s Name*

*Title*

*Company/School*

*Address*

*City, State, Zip Code*]

To [*Vendor/Staff Member Name*]:

Active Minds at [*school name*] would like to thank you for your generous contribution of [*XX – if amount, include the number, if in-kind donation, include a brief description*]. Your donation enabled our student organization to successfully [*provide a brief description of your program*].

Active Minds works to raise awareness of mental health issues on campus. Our student organization is a part of a movement of more than 350 student-led campus chapters across the country, all with the goal to promote a dialogue around issues of mental health.

Through Active Minds programming we are showing students that mental illness does not have to be a taboo subject, and everyone has the right to get the help they need. Your partnership with us is very important to furthering our mission. Please do not hesitate to contact me if you have any questions about Active Minds at [*activemindsatXX@XX.edu*].

Please remember, Active Minds at [*school name*] is a student organization of [*school name*] and is therefore covered under the school’s tax exemption number. Your contribution is tax deductible to the extent allowed by law.

Thank you again for your donation. With the help of groups like yours, we will make a difference.

Respectfully,

**[*Your Name*]**

**[*Title/Chapter Position*]**

**[*Phone Number*]**

**[*Email Address*]**

**Sample Individual Donor Request E-mail**

**Directions: We encourage you to approach people you know for donations either in-person or by phone. If you would like to send a letter instead, email is the preferred option. Keep in mind, it is important to have a clear way for individuals to donate. Consider setting up a profile on a fundraising site like *Crowdrise* (**[**www.crowdrise.com**](http://www.crowdrise.com/)**) or *GoFundMe* (**[**www.gofundme.com**](http://www.gofundme.com/)**).**

Dear [*insert name, or broadly “family and friends”*],

I wanted to send you a quick note to tell you about an organization I am involved with that I really care about and am seeking your help in supporting. The organization is called Active Minds. Part of a national, 501c3 nonprofit, my chapter works to increase awareness about issues of mental health, symptoms of mental illness, and available resources in and around my community. My chapter also strives to work as a liaison between [*school name*] students and the mental health community through providing fact sheets, organizing events like pre-finals stress-relievers, and inviting guest speakers to campus.

[*Fill in a paragraph or a few sentences about why Active Minds is important to you, personally, and how it has impacted you while you’ve been involved.*]

Both my chapter and the national organization, Active Minds, Inc., rely entirely on individual donations to do this important work. Any amount you are able to give will go a long way. To help support our work please [*insert link to your chapter’s funding webpage*] or donate directly to Active Minds, Inc. at [www.activeminds.org/give](http://www.activeminds.org/give).

I am passionate about the work that I do with Active Minds on campus, and it will really mean a great deal if you consider supporting our work. I’d love to tell you more about what we do or answer any questions you might have if you have a minute to chat over the phone but feel free to email me anytime as well!

Thanks so much in advance and take care,

 **[Your Name Here]**