Letter to businesses: raffle prizes and donations

Address [The address to which the recipient should reply]

Date [insert date],

Dear [insert name],

I am writing to you from the Parent Teachers Association (PTA) at [insert school name] in [insert name of town or village]. My position on the PTA is [insert position]. As I’m sure you know, schools are facing tough times financially, and our school is no exception.

We are holding a [insert name of your event] on [insert date].

[Describe your event here, including details of what you will be fundraising for if possible. If appropriate, describe the impact on the pupils' learning that your fundraising will have. Try to give interesting details that set your school apart].

Would you be able to help us by providing [insert names of goods]? In return, we can offer you [insert your offer].

I sincerely hope that we can begin to form a mutually beneficial relationship and I’d be pleased to hear of any ideas you might have that could benefit us both.

[Paragraph if you are planning a follow-up call].

I’m going to follow this letter up with a telephone call on [insert date]. I do hope you’ll be free to speak to me and that we can discuss taking this further.

Yours sincerely [or Yours faithfully if the letter is not addressed to a named individual]

[Name, position on PTA or PTFA]