

Email template

Dear Sir/Madam,

My name is (name), and I am getting in touch to let you know that I am currently volunteering for the charity Anthony Nolan as a Youth Ambassador. As part of my role, I will be raising awareness of the amazing work that Anthony Nolan do, encouraging people to join their stem cell register, and raising lifesaving funds to support their work.

Anthony Nolan the charity that saves the lives of people with blood cancer and blood disorders. Every day, they give three people a second chance of life by growing the stem cell register, carrying out ground-breaking research, and providing the best possible post-transplant care.

It costs £40 to sign a potentially lifesaving donor on to the stem cell register. In order to support Anthony Nolan's work and help sign lots of donors up to the register, I am holding a fundraising event on (date).

I am asking businesses, such as yourselves, if you would be willing to donate something that could act as a (raffle) prize towards my event. For example, (personalise here for the business you are emailing - suggest a meal/ discount voucher for restaurants, a small gift if it's a retail shop, a voucher if the business provides a service etc.). I have no preference for what it is you donate, and anything however big or small would be really appreciated. All of the money raised will go towards helping Anthony Nolan save lives.

Please find more information about our charity on the following link:
www.anthonynolan.org

I am looking forward to hearing back from you.

Many thanks.

(your name)

Anthony Nolan Youth Ambassador
Charity no. 803716/SC038827.



Top tips

- If you can go around to your local business and ask for donations in person, they will often be willing to give you some vouchers or something similar. It is much harder to say no in person and saves them ignoring your email.
- If you go in person, make sure you have multiple copies of your charity letter to prove who you are. Ask the ambassador team whether they can provide you with this.
- Email both local and national companies (Football or Rugby Teams are often willing to donate signed items!). Make sure you attach the charity authorisation letter to every email you send. For example, this is the link to the Manchester United team auction item request:
www.mufoundation.org/charityrequests
- Always try supermarkets. Normally they are happy to give you a voucher or box of nice chocolates.
- If you have multiple coffee shop chains in your local area, go to each one on the same day and ask for raffle prizes (they don't communicate between each other so are likely to all give you raffle prizes, and you can make a nice coffee hamper out of it!)
- Some businesses can be slow in replying to you - make sure you request your raffle prizes as soon as possible, ideally at least a month in advance.



Good places for prizes

Remember that some national businesses may already have a charity partner. If they do, it can be a lot more effective to go into your local branch specifically.

- Nando's (local branch)
- Coffee shop chains, for example Nero, Starbucks, Costa etc. or local coffee shops
- Nail and beauty salons
- Supermarkets, such as Sainsbury's, Waitrose, Tesco's, Asda, M&S or Morrison's
- Local restaurants, pasty shops, fish & chip shops etc.
- National eatery chains, such as Subway, Greggs, Harvester, Harry Ramsdens, TGI Fridays, Wagamama etc.
- Pizza chains, like Pizza Express, Domino's, Papa John's and Pizza Hut
- Krispy Kreme, or other dessert chains

