

Sample Fundraising Letter/Email

“Walking with a friend in the dark  
is better than walking alone in the light.”  
- Helen Keller

Dear Friends & Family:

*\*[Insert you personal story here]. Example: As many of you know, last year our beloved family dog Jasmine passed away. For fifteen years she played a huge role in our family – whether she was being dressed in a bikini by the kids or reading the Sunday paper with Dad – Jasmine provided us with companionship, laughter and love.*

This is why I have decided to join the Every Hero Needs a Name Campaign and raise \$2000 to name a puppy for Guide Dogs of the Desert. I write to you today to ask for your help in reaching my goal. Together we can support a future hero in honor of [insert name].

Since 1972, Guide Dogs of the Desert has been providing safe mobility, loving companionship and the “miracle of independence” to the blind through the use of a highly trained guide dog. Guide Dogs of the Desert breeds, raises and trains the dogs, and then trains blind clients to work with them. These dogs and services are provided at no charge to their blind clients, which is why raising this money is so important.

Our \$2000 will support a puppy in getting a good start and in return we’ll be able to follow our puppy’s progress online and celebrate our success at Puppy Hand Out Day and Graduations – events where we will be able to meet [insert name] and all the other puppies and fund raising teams.

Every donation counts and is appreciated. Together we can reach the \$2000 goal and know that there’s a puppy named [insert name] training to become a Guide Dog because of our efforts.

I hope that you join me in the Every Hero Needs a Name Campaign. Please use the enclosed donation form to make the most generous contribution you can for this incredible program. You can also donate online at, [www.gddca.org/donationhero.html](http://www.gddca.org/donationhero.html), and follow our team’s progress. If you would like to learn more about my effort or Guide Dogs of the Desert, please contact me at [telephone] or [e-mail]. Thank you so much.

Sincerely,

[your name]

Together We Can Name a Hero!  
Help Me Raise \$2000!



# Together We Can Name a Hero!

## Help Me Raise \$2000!

Any size donation is greatly appreciated. Here are some suggestions for fun!!

- \$ \_\_\_\_\_ \$10 (or \$5 or \$1) for every year I have owned a dog.
- \$19.72 Commemorating 1972, the year Mr. Lafayette "Bud" Maynard founded Guided Dogs of the Desert with the goal to provide quality guide dogs to the blind and the multi-handicapped blind.
- \$28 For the number of days teams (blind student and guide dog) live and train at GDD's campus.
- \$79 Commemorating 79AD, the year Mount Vesuvius erupted, burying a mural that depicted a blind figure being unmistakably led by a dog.
- \$125 \$125 For 125 Tahquitz Canyon, the location of our first Guide Dog Depot in Palm Springs.
- \$1000 The number of kind people who have received a guide dog since 1972



\*\* Note: Your donation to Guide Dogs of the Desert is tax-deductible. \*\*

Your Name: \_\_\_\_\_

Your Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone number: \_\_\_\_\_

E-mail: \_\_\_\_\_

This donation is in support  
of (team/puppy): Name \_\_\_\_\_

### Donation Options:

\_\_\_ Check: Please make your check payable to Guide Dogs of the Desert and mail it to Guide Dogs of the Desert, PO Box 1692, Palm Springs, CA 92263. On the memo line, please make sure to note that your donation is on behalf of me, for Every Hero Needs a Name

\_\_\_ Credit Card (by phone or web site): Call (760) 329-6257 from 9:00 – 5:00, or visit Guide Dogs of the Desert at [www.gddca.org](http://www.gddca.org). Mastercard, American Express, Visa, Discover and Diner's Club Cards are accepted. Please make sure to mention that your donation is on behalf of me, for Every Hero Needs a Name.