

SAMPLE FUNDRAISING LETTER FOR BUSINESSES NOT LOCATED IN DOWNTOWN OR THE CITY

June 9, 2013

Sysco Foods
address

Dear _____,

As a restaurant owner in Downtown _____, my success depends on running a great business that serves exceptional food, provides outstanding customer service, and gives my customers the dining experience they are seeking.

You provide product to me that helps to make my business achieve those goals, and thus both Sysco and I are able to benefit financially. However, there are other factors that also ensure that customers keep returning and new customers come through my doors every day, and one of those is Main Street _____ a local nonprofit organization that works closely with the city of _____ to market and improve downtown, making it appealing for customers to return to and explore.

Main Street _____ imagined a bustling, vibrant downtown with {insert your own local examples} flowers, banners, wonderful pedestrian amenities, handicap accessibility, access to the park and lake, unique retail shops and restaurants, and historically rehabilitated buildings. They pictured community members chatting with neighbors and friends at various festivals and events that would annually draw thousands of people to downtown. Thanks to the support of hundreds of volunteers and dozens of donors, many of the images envisioned have become reality. As a financial support to Main Street _____, I know the good work will continue toward an even more vibrant future for _____ downtown, and I ask that you to join us in our efforts by becoming a Downtown Supporter. If my business is successful, it will help yours be more successful and for that reason, I see you as an important stakeholder who will benefit from supporting our downtown revitalization efforts.

Enclosed, please find a summary of the projects and programs that Main Street _____ has coordinated over the past several years. You will notice that some of these accomplishments were one-time projects and some are annual events. You will also see that the work is focused in four key areas (Design, Economic Restructuring, Promotion, and Organization), as recommended by the National Main Street Center, and is therefore comprehensive and strategic. _____ was named a {insert state name} Main Street community in _____. Finally, you will begin to understand that their work is cumulative and incremental – we know that the vision for downtown isn't going to happen overnight, but consistent progress is being made toward that vision every day.

If you are interested in helping to make Downtown _____ a thriving, vibrant center of our community, please consider making a tax-deductible donation to Main Street _____. Your support will be appreciated by me and the entire community.

Just imagine the possibilities!

Sincerely,
{Owner of Restaurant}
{Name of Restaurant}
Downtown _____

PS – I have also enclosed additional information about upcoming events as well as ways that you can support our downtown!