

Dave Bolick: Sample fundraising letter

510-601-9554

UC Berkeley's Haas School of Business needed an effective fundraising appeal. I rewrote their rough draft, emphasizing how the reader could benefit personally from donating.

<date>

<first name> <last name>

<address>

<city>, <ST> <zip>

Dear <first name>:

As the Haas School's new dean, I would like to extend to you my sincere gratitude for your ongoing support of the school and its programs. As you know, the Haas School is only as strong as the combined commitment of its students, faculty, and alumni; with your continued support, I have no doubt that our future will be even brighter than our past.

I take great pride in the Haas School's degree programs – all four ranked “top ten.” Our graduates and faculty continue to excel, and your success helps the Haas School maintain its reputation for excellence worldwide.

We've developed a number of exciting initiatives to implement next year in order to build on our strengths and increase our visibility.

Specifically, I plan to...

- Expand executive education, especially in important markets such as Biotechnology, information management, and health care
- Increase support to entrepreneurs and researchers through our research centers and business incubators
- Enhance productive interaction between students, alumni, and faculty by encouraging multi-disciplinary conferences, colloquia, and other collaborations
- Develop professional services available to students and alumni

Perhaps our most pressing challenge involves warding off aggressive recruitment of key faculty. Unrestricted funds and faculty-chair endowments have enhanced our efforts to retain the Haas School's stellar faculty, but private support from alumni and corporate partners is critically important.

Of course, your generous financial support of the Haas School is also crucial to our continued success. Your financial contributions benefit you directly, not only by maintaining the Haas School's sterling reputation, but also by providing you with opportunities for business networking and continued learning. Please support the School with a generous gift to the 1998-1999 Annual Fund.

Thank you.

Sincerely,

Laura D'Andrea Tyson
Dean, Haas School of Business