ASKING FOR
LETTERS OF SUPPORT

INFO TO INCLUDE IN YOUR REQUEST

Timing	• Allow for at least 2 weeks for a large organization to sign and return a letter
Ask Details	• Include the name of the funder/grant program • Include the amount of the ask
Project Details	• Give a 2-3 sentence overview of the project • Emphasize details that will resonate with the organization providing the letter
Suggest a Signer	• If you would like the letter to be from a specific person in the organization, say so
Support versus Commitment	• Be direct if you are asking for resources or funds towards the project, and do so in advance of any request for a letter
Set a Deadline	• Be sure to tell them when you need the letter, and leave yourself enough time to submit the application
Provide a Draft	• If you provide a draft, it is more likely to contain the information you need and to be signed and returned promptly.

PITFALLS TO AVOID

Avoid Cold Calls	• Think about your allies early and keep them informed as you fundraise
Ask For What You Need	• Consider which Letters of Support will be most persuasive to the specific funder, and focus on securing letters that align with funder priorities and expectations. If specific language is needed, be sure to include it in your draft!