

## Writing a Corporate Partnership Request Letter

Your letter should be professional and succinct. Most corporations will look at what their opportunities are and whether or not it will be a mutually beneficial relationship. In other words, they want to know that they will be getting some kind of direct benefit for making a donation to The Leukemia & Lymphoma Society. When you send the letter, address it to a specific person by name, not just by title. For example, sending a letter to “Corporate Giving Director” looks a little too vague and may be mistaken for junk mail. In your letter, identify who you are, what you are doing, why you are doing it, and (possibly the most important part) what the corporation can expect in terms of benefits for its contributions. As with your other letters, request a response date so they understand the urgency of the matter. If the company wants to contribute but cannot give you a check until after the response date, request a commitment letter stating when the contribution will be made. Many companies have a significant amount of lag time between when a check is requested and when it is actually cut. If you have other concerns regarding corporate contributions, please contact your team manager.

Sample letter:

Date

Dear (name):

I am writing to request that (company name) become a partner in my efforts to help find a cure for leukemia, lymphoma, and the other blood-related cancers. I will be (running, walking, cycling, or participating) in the (event name) and have committed to raise money for The Leukemia & Lymphoma Society through their Team In Training program.

As you may know, The Leukemia & Lymphoma Society is a national health agency dedicated to finding a cure for the number one killing disease of children, leukemia and the related cancers, and to improve the quality of life for patients and their families. The Team In Training program is a comprehensive endurance training program for walkers, runners, cyclists, skiers, hikers, mountain bikers and triathletes to benefit The Leukemia & Lymphoma Society. The goal of Team In Training is to increase the funding that supports the Society’s mission while promoting fitness and a healthy lifestyle. The Northern California Division of The Leukemia & Lymphoma Society will be training over 1,000 participants to complete one of several events taking place across the nation this season.

I would like to recommend that (company name) become a (Titanium, Platinum, Gold or Silver) Partner and receive the following benefits;

(list benefits as indicated on partnership proposal sheet)

If you feel this partnership level does not fit your needs, please consider one of the other opportunities included in the enclosed proposal. This proposal also provides you with additional information on the Team In Training program. Should you need more information than is presented, please feel free to contact me and I will assist you in any way I can.

The Leukemia & Lymphoma Society is one of the top non-profit organizations in the country for managing their funds, with at least 75% of your contribution going directly to research and patient services in the Bay Area. By being a corporate partner, (company name) has the opportunity to participate in this community event. Please consider supporting my efforts in the fight against leukemia and the blood-related cancers. A response by (date) would be greatly appreciated, so that I may let The Leukemia & Lymphoma Society know of your commitment. Thank you!