

Personalized email (if you know the person well or have given the company significant business):

PARK WEST
CO-OP NURSERY SCHOOL



773-327-1115 • 2214 North Bissell Street, Chicago, Illinois

Hi [insert name]! How are you? Hope all is well and that you're finding some time to enjoy the fall weather. Hopefully we'll make it in to see you sometime soon, [Insert other personal updates.]

As part of my official ["mom"/"dad"/"parent"] duties, I'm in the process of identifying possible donations for [insert child's name]'s preschool Gala. That said, I wanted to get in touch about potentially securing an item from you for our live auction. I realize this is a big ask and completely understand if you are unable to participate, but thought it was worth a shot.

My sales pitch: [Insert child's name]'s preschool, Park West Cooperative Nursery School, serves more than 100 families from across Chicago's neighborhoods. More than 200 people from the Chicago area are expected to attend our event in February, meaning [insert company] would receive valuable exposure to potential new customers. I will personally ensure that we make it very clear (in written descriptions, verbal item descriptions and via word of mouth) [how easy it is to work with you/the exceptional level of service you provide to customers/etc.]. [Insert company]'s logo, information and link to your website will appear in both our on-line and printed gala programs, and depending on the donation value, you could receive special recognition on our website and at the event (potentially even as a sponsor). I'm happy to send you further information on [insert child's name]'s school, which I love, if you're interested. [He/She] has really thrived there, which is why I'm working so hard to solicit desirable items for this year's auction!

Again, I realize this is a major ask, so please don't feel any obligation. I appreciate your time and consideration!

Best,

[Insert name]