

Gold Award Request for Contributions - Letter Outline

Structure:

Date (Month Day, Year)

Contact Name (Prefix First Name Last Name)

Contact Title

Company Name

Company Address Line 1

Company Address Line 2 (if applicable)

City, State Zip Code

Dear Ms./Mr. Last Name,

Paragraph 1 – Introduction

- ➔ Inform the potential donor who you are and the basics of your Gold Award project
 - Strong opening sentence that catches the donor’s attention
 - Who you are, which Troop and council you represent, and the Girl Scout mission statement
 - What the Gold Award is, why you want to earn it, and what is your project title

Paragraph 2-3– Project Details and Impact

- ➔ Details about your project and how it will benefit the community – this is where you let your enthusiasm about your topic show in your writing!
 - What issue you identified, and your plan to address it
 - Details about the project and the impact it will have on the community
 - If your project benefits another organization, describe it and how it will benefit
 - If your project is a special event, include the event date, time, and location
 - How the project is sustainable

Paragraph 4 – Statement of Need

- ➔ State the amount of your request and how it will be used to complete your service project.
 - Reinforce how this support will benefit the community
 - Refer the donor to the attached project budget for a detail of anticipated expenses
 - Let them know that their gift may be tax-deductible to the fullest extent permitted by law, and where to send it.
 - Thank the donor** in advance for their consideration of this request.

Sincerely,

SIGN YOUR NAME

Type your Name

Your Title (Senior/Ambassador Girl Scout)

Your Advisor’s signature

Format Your Letter:

- Use template with council service mark in the header and tax details in footer (file included)
Note: The service mark and tax details are required and cannot be altered in any way.
- Layout – Portrait
- Margins – top 1.25”, right 1”, bottom 1”, left 1”
- Font Style – Times New Roman
- Font - size 11-12 point, black
- Spacing – Single or 1.15