



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,

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

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.
 - ☐ What issue you identified, why it matters, and your plan to address it.
 - ☐ Who you are, which Troop and council you represent, and your school or community.
 - ☐ What the Gold Award is, why you want to earn it, and what is your project title.
 - ☐ State the amount of your request and how it will be used to complete your service project.

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!
- ☐ Facts that prove that this issue matters plus community feedback that it is a need.
 - ☐ 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 and who it will serve.

Paragraph 4 – Statement of Need

- ➔ Restate 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 name & title (Gold Award Project Mentor)