Dear Mr George,

As many of you may already know, I am involved in fundraising for John Charitable Trust which runs a high school for the destitute, poor and hapless children who are not fortunate in this world to receive even the basic education. We have been fortunate enough to have been supported greatly by philanthropists like your good self due to whom we were successfully running the school and providing basic education to one and all.

This year, we want to make something special and we will have our first annual day function with cultural activities. We feel it will be a great opportunity for everyone to watch and enjoy the developments the children of school has been making and our aim is to encourage and promote. Hence, I am contacting you on behalf of John  
Charitable Trust and the fund raising team to request your support in the form of a tax-exempt donation.

For those of you, who are not familiar with our organization, please visit our website. Ours is a charitable trust duly recognized by the Income Tax Act to provide basic education to the poor children and we started with primary school and now we are in the secondary school cadre to provide school education up to the high school level.

I am asking you to help us out this year by giving a tax-exempt donation to us. We work very hard to provide education and each year, many of our students have been scoring good marks in all the subjects and I hope we can count on you for a generous donation of GBP100 or more. However, please note that any donation amount is always welcome.

I thank you for your time and consideration. We look forward to whatever support you can provide. If you are able to donate privately, please also check for matching funds through your employer. Many companies have matching programs which you may not be aware of.

Thank you for your consideration. John Charitable Trust could not have done it without the generosity of donors like you.

Very truly yours