

ANG-5104-1. WRITING SKILLS I

# FUNDRAISING EVENT (LES)



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## SCENARIO

You are the President of the student council at your adult center. You would like to organize the annual end-of-year Talent Show. The Principal of the school agrees if you take charge of this special fundraiser. You will need to write a sample letter to encourage people to attend and donate for this great project.

## TASKS

Task 1: -

- Read and interpret the different information (the text about soliciting Fundraising, and the Talent Show Program.
- Use the information chart to gather and organize information about soliciting fundraising, Talent Show Program.

Task 2:

- Write a letter to invite the community to this fundraising.

## DURATION

120 minutes

## FAMILIES OF LEARNING SITUATIONS AND LANGUAGE FUNCTIONS

- Informing
- Persuading

## AUTHORIZED MATERIALS/RESOURCES

- English dictionary,
- Bilingual dictionary,
- Grammar book
- Internet, magazines, newspapers, books

## INSTRUCTIONS

- Read and interpret different information: the text about soliciting Fundraising and the Talent Show Program.
- Use the chart to gather and organize information.
- Write your sample letter of 250 words.

## TASK 1 Read and interpret texts

## HOW TO WRITE THE PERFECT FUNDRAISING LETTER

You know you have a good cause worthy of support, but writing a fundraising letter that convinces potential donors of this is not always easy. In this article you will find specific advice on how to craft each of the three major parts of a fundraising letter, an example letter, and tips to help guide you.

### 1. THE INTRODUCTION

*Personalized Letters* – You never ever want to address your letter: “Dear Supporter.” You need to have a list of people who should be invited for your event. Using the person’s name is important if possible. In their eyes, it means the letter was intended for them, not just some supporter, so it makes them pay attention. You can automatically personalize fundraising letters with donor information like name, address.

*Grab the reader’s attention* – Start your letter with something that will captivate the reader: a bold question, statement or story of a specific person or situation that your charity has helped. Telling a story and creating a scene is one of the most successful ways to get your message across. It gives the reader a glimpse into your world and reminds them why your mission is so important.

*Update reader on what their last donation achieved* – Research shows that telling donors what their last donation achieved before asking for another gift is the key holding onto your donors and moving them up the donor pyramid.

*Focus on a specific program or initiative* – Organizations that have multiple project areas may be inclined to include information about everything they do in one letter, but this is a mistake. Talking about everything is likely to overwhelm the reader. Instead, focus on a particular project or theme and provide details and stories to make it real for the reader.

*Thank donors and tell them they are necessary* – If you are writing to previous donors, be sure to thank them for their previous contributions and tell them that they are still needed; that you require *their* help to keep your services going.

### 2. THE ASK

*Explain the cause* – You want to leave people with the impression that it is absolutely critical that you continue to do what you do. In order to do that, you need to show that there is a need and that your organization is critical in effectively addressing that need.

*Suggest donation amounts and what it will achieve* – You should list suggested donation amounts that are appropriate for the particular donor. Also, be sure to state the impact of the gift so donors know exactly what they are giving. For example: your donation of \$25 will feed and clothe a hungry child for a month.

*Detail the consequences of not acting* – In order to show the donor that *their* donation is important, you may also want to state the impact of not acting. For instance: “Every donation is important and the need is always great. Without donations like yours, more children will have to go without; without shelter, food and clean water.” You have to be very careful, however, not to sound like you are whining. If the message focuses too much on negative impacts, it will be a downer and will be much less effective.

### **3. THE CLOSING**

*Thank donors in advance for their support* – Make sure to thank donors in advance. It subtly assumes that they will contribute to the cause and shows that you have faith in them to do the right thing.

*Tell them again why their contribution is so important* – You may also want to reinforce here why you need *their* help and what are the consequences of not acting.

Source: <https://sumac.com/how-to-write-the-perfect-fundraising-letter/>

**Okla Center for Adult  
Education**

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**Talent show  
Program**



**January 20, 2022**

**7: 00 PM**

**Entrance Fees: Donations**

**We are honored by your  
presence at our  
Annual Talent Show!  
To the benefit of the Adult  
Education Center**

**Thank you for being part of  
our lives.**

Kim Kendal and Raphaël Jord

**Masters of Ceremony**

**We are the World by Michael Jackson  
and Lionel Richie**

Sang by.....The Center Choir

**Let the Music Play by Shannon**

Performed by.....The Dancing Team:  
Laura L, Kenneath B, Jean D, Carol V, Laure D,  
Marc B, Valérie F and Ed H

**Comedy Act**

**10 Ways To Survive The Zombie**

**Apocalypse by Don Zolidis**

Performed by..... Students from Secondary 5 B

**Lip Sync**

Performed by.....Donal Trap

**Instrumental: Skyfall by Adele**

Performed by.....The School Band

**HipHop Dance on Tambourine**

Performed by..... Dance class

**Comedy Act**

**Check Please by Joanthan Rand**

Performed by.....The Troubadour

**What a Beautiful World by Louis  
Armstrong**

Performed by.....The Center Choir

We hope you enjoyed your evening.  
See you next year!

**These charts may be used to help you gather and organize information for the final task. The charts are optional and will not be evaluated.**

## INFORMATION CHARTS

[illegible]

Questions about “Talent Show Program”	Answers
What kind of event will take place?	
When?	
What time?	
Activities?	
Cost ?	
Other notes:	

## Task 2– Write and Produce texts

### Scenario

You have decided to organize the annual Talent Show at your school. Thanks to the previous years' donations, you have been able to do again this incredible and awesome event. This year, you wish to get donations because you would like to improve the quality of the show but also, you wish to offer two Travel Abroad Scholarships to your students.

Write a letter to invite the members of the community to participate to this fundraising event. Don't forget to be convincing.

Among this list below, choose a person to whom to wish to send this letter:

- The Mayor (Mr. Rudolph)
- The School Board (Mrs. McIntoch, Mrs. Vulcano, Mr. Downhill, Mr. Sing-Ing)
- The School of Education Superintendent (Mr. Vapalvoir)
- Parents
- Friends
- Members of the community

### Instructions:

Using the information from the various texts, write a letter to invite members of the community to participate to this fundraising event. Don't forget to be convincing!

- The body of your formal letter will be between 150-250 words long.
- Write your draft on the page titled "Draft". Write your final text on the page titled "Final copy".
- Write the name of the person you wish to write to (see the list of people above) or invent a name.
- End with a polite sign-off followed by your full name.
- Include the date, as well as opening and closing salutations.
- Talk about the reason of your letter and the importance of the event for the future of the cultural life.
- Convince your reader to be a generous donor.
- Suggest a donation amount.
- The letter should have an "Introduction", "The Ask" and "The Closing".
- Hand in this Learning Evaluation Situation.



**DRAFT**

[illegible]



**FINAL**[illegible]

