**LETTER TEMPLATE FOR INDIVIDUAL DONATION REQUEST**

*This letter can be used to approach individual donors and introduce them to Safe Kids Day.*

*Where red, insert the appropriate information.*

*Make sure you include your logo up top!*



1301 Pennsylvania Avenue, NW

Suite 1000

Washington, D.C. 20004

**Date**

**Contact**

**Address**

**City, State Zip**

Dear **Contact**,

Whether it’s a pilot, a firefighter, a marine biologist or a nurse, we all want every child to reach their potential and become whatever it is they can imagine.

That’s what Safe Kids Day is all about.

This April, Safe Kids [**Coalition Name**] will be celebrating Safe Kids Day, a national campaign to raise awareness and funds to protect kids from injury.

Why? Because, every year, 9,000 kids in the United States are lost to *preventable* injuries.

That’s right. Injuries from car crashes, drownings, fires, bike accidents and the like are the #1 killer of kids in our country.

But we can change this. There are simple things every parent can do to protect their kids. Unlike the many complicated diseases and issues challenging us today, **this problem** **has a solution**, and Safe Kids [**Coalition Name**] works every day here in [**city or county**] to prevent these tragedies from happening.

On Safe Kids Day, we will be promoting awareness about child safety through traditional and social media, and we are [**outline the specific ways you are activating Safe Kids Day—e.g. asking individuals to help us raise funds to support local injury prevention programs, and we are hosting a Safe Kids Day celebration at xyz location on x date**].

**Will you join us?** A donation of $10 or more will help us protect kids from traffic injuries, drownings, falls, burns, poisonings and more.

Proceeds from Safe Kids Day support the injury prevention efforts of Safe Kids [**Coalition Name**] and our partner, Safe Kids Worldwide, a leading global nonprofit organization dedicated to preventing childhood injury.

You can make a gift on our Safe Kids Day website at [**insert web address**].

Please feel free contact me at [**(xxx) xxx-xxxx**] or [**email address**] to learn how else you can get involved.

I deeply appreciate your consideration and hope you are able to make a gift today. Thank you for all that you do to keep kids safe.

Sincerely,

**[Safe Kids Representative]**

**[Safe Kids Representative’s Title]**