

Prepared for [Donor Name(s)]

[Date]





Prepared by:

[DoD Name]

[Title]

(423) 439-XXXX

[e-mail]

# Summary

*Open with information about the donor’s relationship with ETSU, if possible. The summary should be concise, stating what school/department is making the request, the amount of the request, and what the request is for. As a rule, the request should appear at the beginning of the proposal.*

[Name], your enduring relationship with East Tennessee State University has been distinguished by leadership, kindness, and a belief in what this University can achieve. Your devotion to ETSU and the [Unit] reflects a profound commitment to excellence in higher education. We are grateful for the opportunity to present this proposal, which seeks to build on our relationship and join together to benefit our most important strength – our students.

# Background

*If the proposal is to an individual, link the program/project with the donor's interest, experience, profession, etc. For a corporation, mention the history of the relationship and the relevancy of the proposal to the donor's interests.*

Your loyalty and ongoing engagement with the [Unit] through your past giving and leadership [examples], has helped us achieve much. With your continued support, we look forward to the future and to accomplishing even more.

# Program/Project Description

*Describe what the program or project is, answering who, what, when, where, and how questions. Who is the audience? What results are expected? What is the timeframe? If beneficial, include the qualifications of the program leaders. What equipment is needed? How will the program be conducted? Are there other sources of support to give the program even more credibility? This could include one project or multiple options*

***Giving Opportunity 1***

[description]

***Giving Opportunity 2***

[description]

# Our Request

*Make a clear unmistakable request for financial support. State the amount and whether or not you suggest pledges (maximum pledge length of five years). Include a matching appeal, if appropriate.*

*If there’s a naming opportunity, use that name in the request.*

*If this is a campaign proposal, use the mark on the cover page and connect to one or more of the campaign priorities (Facilities, Students, Faculty, and Programs).*

We request a donation of $XX,XXX, payable over X years, to fund the ***John Doe Scholarship Endowment***, or some other project that may be more to your liking and interests. In addition, if [donor’s employer] has a matching giving program, you may be able to magnify the impact of your gift.

*How will the donor benefit or otherwise be recognized for their support of ETSU? For corporate proposals, donors want to see an outcome that will benefit them and their business. For individuals, recognition of the donor's vision and generosity (for example, an invitation to the annual dinner, recognition in the department newsletter, plaque, naming, etc.) will provide satisfaction in their investment. And, how will ETSU benefit from their support? (Examples: more opportunities for students to learn about a certain profession, allows the university to provide a service, etc.)*

# Conclusion

*Briefly summarize the request, and express appreciation for their consideration of your proposal. There may also be other points to add about the relationship with the donor.*

[Name], we appreciate the opportunity to present this proposal and very much look forward to discussing the details and to discover ways to recognize your generosity in ways that are meaningful to you.