(Use your school/PTA’s headed paper – include charity registration details if appropriate)

[Donor contact]

[Donor address]

RE: [Event name – donation request]

Dear potential donor

I am writing on behalf of [insert PTA name/school name, plus a brief outline of the important role your PTA plays in the school].

The [PTA name] are organising a [event name] on [date/time], which will include a silent auction. We are currently raising money for [insert details] and need your help! Previously we have been able to buy [insert details] with the funds raised by the PTA.

We are seeking your support as an auction item donor for the [event name]. We would like to ask [insert company name] to donate [insert a specific item or an approximate value required]. This item would be fantastic for the silent auction because [insert details]. However, we would be grateful for any item you would be generous enough to offer.

We thank you in advance for your valuable support and look forward to hearing from you by [insert date].

Your sincerely

[Your name]

[Your role in the PTA]

[School name]

[Contact details]