

# Sample Renewal Email / Letter

Could be used for a team/company to ask a past supporter to renew a gift.



Dear (insert name),

Last year, (insert your company name) participated in the Knox Area Rescue Ministries (KARM) Dragon Boat Festival, which raised more than \$200,000 for the homeless in our community. As one of our generous supporters, we want you to know you played a large role in this success. On behalf of (company name), **we would like to invite you to join in the challenge of raising (insert team goal) for the 2018 Dragon Boat Festival by renewing or increasing your support of (insert past support level) this year.**

As you may know, KARM provides daily for those most vulnerable and desperate in our community. The ultimate goal for those who need KARM is restoration - to God, self, family and community. Also KARM is a resourceful organization that places more than 90% of donations back into local community programs for its guests.

Thank you so much for your consideration to join (insert company) efforts this year. I look forward to hearing from you soon.

Warm Regards,

# Sample Fundraising Letter

Could be used for an individual or team to ask for support of their fundraising efforts.



Dear **(insert name)**,

Paddles are up and excitement is high as Knox Area Rescue Ministries (KARM) celebrates the 16th Annual KARM Dragon Boat Festival! This event promises to be a day of fun, friendly competition, and ultimately, provides life-saving programs to homeless individuals and families who walk through KARM's doors each day. No other event will let you race 41-foot long dragon boats, compete with other teams in various categories, and raise money for such a worthy cause.

This year's KARM Dragon Boat Festival will be held on Saturday, June 23, at The Cove at Concord Park. My team will raise funds to help feed, shelter and give hope to less fortunate men, women and children of the Knoxville area.

I ask you to consider making a pledge to my dragon boat team, **(insert name of team)**. Our team goal for this year's festival is \$ **(insert team or personal goal)**. Will you help us meet our goal? KARM serves nearly 1,000 meals a day and shelters almost 400 people each night. Also, KARM is a 501(c)(3) charity, so all gifts are tax-deductible. If you would like more information about KARM and the services provided, please visit [www.karm.org](http://www.karm.org).

Thank you again for joining me in the fight against hunger and homelessness.

Sincerely,

# SAMPLE Info and Recruitment Message

Provide information to employees and friends.



Greetings from (insert company),

Paddles are up and excitement is high as Knox Area Rescue Ministries (KARM) celebrates the 16<sup>th</sup> Annual KARM Dragon Boat Festival at The Cove at Concord Park on Saturday, June 23, 2018.

This fun, family-friendly event is a fantastic opportunity for your company, church, friends and family to come together and raise important funds to support the many life-changing programs that KARM offers those in our community.

Interested? Great! Here's what to do next:

Visit [www.karm.org/dragonboats](http://www.karm.org/dragonboats) to learn more about how to support KARM and (insert company) by registering TODAY!

After you have registered, (team captain) will be in touch with you promptly to get you started on your fundraising adventure. If you have questions after visiting the website, please contact (team captain contact information).

Be a part of something big and help (company name) meet our fundraising goal of (insert goal). It's rewarding to be part of a team, knowing you've helped the thousands of men, women and children who come to KARM seeking nourishing meals, shelter and help with addiction, unemployment and other challenges.

Thank you,

# Sample Join Our Team Email or Letter

Employee recruitment for team.



I am proud that **(insert company)** will be taking part in the 16<sup>th</sup> Annual Knox Area Rescue Ministries (KARM) Dragon Boat Festival. This fun-filled, family-friendly event will be held Saturday, June 23 at the Cove at Concord Park. I invite you to join us in fundraising for this important cause and to celebrate your achievement at an inspiring event with co-workers, family and friends.

KARM provides daily for those most vulnerable and desperate in our community. The ultimate goal for those in need that come to KARM is restoration - to God, self, family and community. Also, KARM is a resourceful organization that places more than 90% of donations back into local community programs for those in need.

And they need our help to get there.

In addition to **(participating in the event)** or **(serving as a sponsor)** this year, **(insert company)** is committed to raising **(insert company goal)** for KARM. We can accomplish our goal if each of you joins our team today.

## Joining our winning team is easy!

- Register at [www.karm.org/dragonboats](http://www.karm.org/dragonboats). You will find our team and team members listed there.
- Ask your family, friends, and neighbors to donate to your KARM fundraising efforts. You can invite them to paddle with you on the **(insert company)** team. And, don't forget you can fundraise online by creating a personal page to raise even more money.

I sincerely hope each of you will do your part to support both **(insert company)** and KARM in this worthwhile community event. Contact a **(company name)** Team Captain to find out how!

**(List Team Captains and Contact Information)**

Thank you for your support.

# Sample Sponsor Letter

Could be used for a company to partner with your team's efforts, sponsorship of a team's t-shirt or just to support your team's fundraising efforts.



Dear (insert name):

On Saturday, June 23, (insert company) will be taking part in the 16<sup>th</sup> Annual Knox Area Rescue Ministries (KARM) Dragon Boat Festival at The Cove at Concord Park. This is our (insert years of support) year to support KARM through this event, and we would like to invite (insert company) to support our efforts.

KARM provides daily for those most vulnerable and desperate in our community. The ultimate goal for those who come to KARM is restoration - to God, self, family and community. Also, KARM is a resourceful organization that places more than 90% of donations back into local community programs for its guests.

As our employees are gearing up for this year's big event, we want to invite (company name) to be a part of this rewarding day by sponsoring our team with a donation to help us reach our goal of (insert team goal). This donation would be fully tax deductible, and you only have to make the check out to KARM and send it to my attention.

If you need more information about partnering with us, please contact (insert name) in my office for details.

Sincerely,