Dear \_\_\_\_,

As someone who is in a leadership position at YourCompany, I know that you’re pressed for time. But please, could you give me your full attention for the next 30 seconds as you read this letter?

You see, the children at OurSchool would like to have a science fair this year. But you know how it is: government budget cuts, on top of too-small budgets in the first place, have combined to make it impossible for them to be able to do so.

Unless someone steps in to help them. And that’s where you come in.

The benefits of science fairs at schools are priceless: teaching children about the wonders of science and motivating them to learn about their world is one of the best ways they can learn about themselves and develop their interests, leading to future careers in engineering, biology, chemistry, and hundreds of other fields.

By helping the children at OurSchool to be able to have a science fair, you are not just helping them, but you’re also investing in the long-term future health of your community and even your company. A healthy, well-trained workforce is the most valuable asset at any company, and by helping our children to have the science fair they so desperately desire, you will be planting seeds for future employees loyal to your company.

Not only that, by contributing you will also be receiving free advertising and positive public relations in the community. That’s because we will post your name in the program for the science fair, as well as on any materials produced promoting the science fair. To top it all off, we will have a “Partner Wall,” bearing the names of all the contributors to the science fair, which will be prominently displayed at the science fair itself.

By contributing towards the science fair at your local school you can help our children immeasurably, receive free advertising and promotion for your company and feel good about it all!

Would you please help? We’re planning on holding the science fair in January inside the school gymnasium. By then we need to raise a total of $\_\_\_\_\_, which will cover equipment rentals, presentation tables and chair rentals, printed materials like entry forms and flyers and \_\_\_\_\_\_.

Any amount you’re willing to donate will be greatly appreciated!

Please contact \_\_\_\_\_\_ at \_\_\_\_\_\_ to find out how we can work together to give our children the best science fair possible while giving your company the exposure it deserves for helping us out.

Hope to hear from you and thank you for your time.

Sincerely,

PTO President at OurSchool (and/or Principal signature)