



youth mentoring program

123 Somewhere Street, Suite 4
Anytown, USA 10001

123-456-7890 • www.steppingstone.org

Date

Ms. Kay Logan

Title

Organization

Address

City, State, Zip

Dear Ms. Logan:

Most of us have had mentors—an aunt, teacher, coach, or pastor—who inspired us to achieve great things and helped us to avoid negative influences and bad decisions. But, many youth in Cook County aren't so lucky. They lack positive role models and struggle to find voices of wisdom and compassion in our community. Stepping Stones, a nonprofit organization serving at-risk youth in Cook County, is working to change that. Each year we match 130 youngsters with caring adults who serve as healthy role models and make a huge difference—not only today but for a lifetime.

We know that [name of business] cares about the youth in our community, too. That's evident from your long history of employee volunteerism and philanthropic giving. We believe that there's a strong fit between your company's culture of active civic involvement and Stepping Stones's mission of providing high-quality youth mentoring services.

Since 1998 Stepping Stones has connected committed, caring adult volunteers to middle school youth who need a helping hand. Our mentoring relationships provide meaningful educational, recreational, and developmental opportunities. Independent studies have shown that these matches improve youngsters' grades and attitudes toward school; keep them away from drugs, alcohol, and gangs; and increase their chances of attending college. But, for all our success, there is so much more we could do with your help.

We could serve many more youth in Cook County with additional volunteer mentors and increased support for activities in neighborhoods. Your involvement also would yield double dividends: it's good for the community *and* it's good for business. Studies have shown that employees who volunteer are happier, more productive, and have improved communication and leadership skills. Businesses find it easier to retain staff and build their public image through community-based projects. It's a win-win partnership.

[Insert benefit information, if appropriate.]

Enclosed is additional information about our program and the lives we are changing in the community. I would appreciate an opportunity to talk with you in more detail about how we can work together to bring mentoring to every child who needs it in Cook County. I will call your office next week to set up an appointment or please feel free to call me at (XXX) XXX-XXXX.

Sincerely,

Jean Deaux
Program Director

Some additional tips

If your organization is able to offer any donor or sponsorship benefits, it may be helpful to briefly outline them here or include them as part of your packet of additional information. For example:

Stepping Stones will acknowledge your support in a press release to local media, the inclusion of your logo on our Web site, and prominent mention in our quarterly newsletter which is mailed to 3,000 community members.

Think about a graduated menu of benefits:

For your support at the \$1,000 level, Stepping Stones will include [name of business] on our Web site and in our quarterly newsletter. For \$5,000 we will include your logo on T-shirts given to mentors and mentees at our end-of-year celebration, as well as on signage at the event. For \$25,000 we will provide all of the above benefits, plus your name in radio spots that are running on stations XXXX during the months of May and June.