

Sample Silent Auction Request Letter

Organization or Benefit Letterhead

Date

Hello!

Thank you for your interest in our Landmark Lotto (your benefit name). This is a fundraiser for the XYZ Theater Festival (your organization) to be held (date) in the XYZ Ballroom at the XYZ Hotel (place).

This very unusual benefit is a one-of-a-kind event—one that will promise you high visibility should you choose to make a donation. Landmark Lotto is a game in which the benefit guests will wheel and deal, scheme and dream to become one of (your city's) greatest tycoons. (Describe your benefit theme in a sentence or two.)

During the activities, we will open the silent auction, in which guests will bid on various items and services. In exchange for your donation, we are happy to place a business card-sized ad in our evening program, which will be distributed to all who attend. In addition, we will list your company name in the program as a donor; and we will list your company name on a signboard at the entrance to the event.

As a leader in our community, your support is truly needed—and appreciated—to make this benefit a success. Please, just fill out the tear slip below, and return it with your camera-ready logo art in the enclosed pre-addressed envelope. If you have any specific questions, do not hesitate to call me.

Thank you ahead of time for your support.

Sincerely,

Jane Smith

Auction Coordinator, XYZ Organization

