

Fundraising Letter



This fundraising appeal incorporates the **talking points** in this toolkit. Use it for ideas on how to incorporate new framing strategies into similar content.

Dear _____,

Thank you for your past and ongoing support for [organization name] and our work. We enter 2021 more committed than ever to ensuring that every young person—regardless of their financial situation, how they identify themselves by race, ethnicity, or gender, or what language they speak—has opportunities to form strong developmental relationships that help them flourish.

Research from Search Institute shows that **young people’s success is rooted in developmental relationships**. These relationships are a source of stability as they explore their world and discover their place within it. Developmental relationships nourish young people’s talents and connect them to resources in their environment. And perhaps most importantly, developmental relationships can take root anywhere—as long as the environment continues to offer the nutrients young people need to grow.

Search Institute’s research also shows what it takes to make sure that relationships and environments are nurturing. The Developmental Relationship Framework tells us that expressing care, challenging growth, providing support, sharing power, and expanding possibilities are all a part of what makes relationships...

This use of the *Roots of Success* metaphor helps convey the importance of relationships.

... work. We are committed to making sure these well-rounded relationships take root throughout [city or organization] and with all the young people we serve.

This framework is helping change the way educators, youth-serving organizations, policymakers, and the public think about young people's relationships. It places developmental relationships at the heart of the conversation about how we ensure that every young person thrives, regardless of their background or circumstances.

As a supporter of [organization name], you help make sure that every child and young person has the developmental relationships they need to thrive. By making a donation today you are also sustaining the programs that help developmental relationships to take root. There is a lot more work to be done, and we appreciate your ongoing commitment. Thank you.

Warmly,

[Name]

Executive Director

● An opening statement is not the only place to use a value. Finding new ways to restate the *Inclusive Opportunity* value will help make this strategy more engrained.