

Individual Donor Sponsorship Appeal Letter

Subject: Help Us Keep Football Accessible for Every Child

Dear [Donor Name],

Football has the power to transform lives, teaching discipline, teamwork, and perseverance. At [Team/Organization Name], we strive to ensure that every child in our community has the opportunity to experience these benefits, regardless of their family's financial situation.

I am reaching out to ask for your personal support as we prepare for our [year] season. Many of our players come from families who struggle to afford registration fees, equipment, and travel costs.

Your sponsorship can bridge this gap.

A contribution of [amount] would sponsor one player for the entire season, covering their uniform, training equipment, and tournament fees. Even smaller amounts make a tremendous difference—[amount] provides a quality football and [amount] covers transportation to away matches.

Last season, with the help of generous supporters like you, we enabled [number] children to participate who otherwise would have been left on the sidelines. This year, we hope to do even more.

If you share our belief that every child deserves a chance to play, please consider becoming a sponsor. Your contribution is tax-deductible, and you will receive updates throughout the season showing the direct impact of your generosity.

Thank you for believing in our mission and in these young athletes.

With gratitude,

[Your Name]

[Your Title]

[Contact Information]

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