

Mr/Mrs. Smith,

In the first paragraph introduce yourself. Let them know what year you are and what school you attend. If you are specializing in something at school be sure to mention what you are focusing on. Follow by describing why you are sending them this letter. Explain that you are trying to raise X dollars in order to take part in whatever YFU program you are doing. Keep this section brief.

In the second paragraph go in and elaborate on your program. Explain where you are going and what the program has to offer. Let them know why you decided to do a Student Exchange, and explain why their donation will help you gain valuable experience. Go into detail here and be sure to explain all of the benefits that come from studying abroad. Tell them about your overall goals for while you are abroad; what do you want to learn, how do you want to grow, and how will it impact your future (college, career etc.)

In the third paragraph mention some of the other fundraising opportunities you are putting together. Mention that all donation amounts are extremely helpful, but if you are reaching out to a company that could help you gather supplies for an upcoming fundraising event let them know that non-monetary donations are also very helpful and mention what you are need of. If you plan on sending postcards to supporters, creating a blog or anything along those lines let them know so they have a way to stay in contact with you, or be informed about your progress. If they are a large company offer to give them advertising while you are abroad by mentioning them in your blog posts, or wearing a branded t-shirt. Be sure to thank them for reading your letter/email.

Sincerely,

Jane Doe

Notes: Company letters should be more formal. In terms of family and acquaintances judge the formality based on how well you know them. Keep everything professional, but if you are sending the email or letter to your grandparents you can be more casual and add some personal stories.