**SAMPLE DONATION LETTER**

**DATE**

Dear \_\_\_\_\_\_\_\_\_\_:

The process of applying to college can be daunting, especially for first-generation college students, low-income students and others who are underrepresented in higher education. The Maryland State Department of Education (MSDE) in partnership with the Maryland Higher Education Commission (MHEC) and College Goal Maryland (CGMD) joined 48 other states, and the District of Columbia to implement the Maryland College Application Campaign (MCAC). The College Campaign program is part of the American College Application Campaign sponsored by the American Council on Education.

The MCAC’s mission is to work collaboratively with all Maryland high schools to increase the number of students pursuing postsecondary education through assistance with completing college and/or postsecondary education applications, educating students and families about financial support opportunities, and providing assistance to parents about the Free Application and Federal Student Aid process (FAFSA).

In 2017, the MCAC assisted approximately 13,000 students with submitting approximately 20, 000 college and/or other postsecondary education applications. The focus of the MCAC is first-generation and low-income students. In 2017, the MCAC expanded to other student populations to ensure they receive assistance to further their education beyond high school. Student population includes students in transition (homeless students), students in foster care, special education students, and students who are in the juvenile education system. The MCAC strongly believes that opportunity is extremely important to the success all students.

I am writing to request your sponsorship towards accomplishing the mission of the MCAC. Sponsorship includes monetary donations, gift cards, and volunteering time during the College Campaign Week at \_\_\_\_\_\_\_\_\_\_\_ school. This year the college campaign week is \_\_\_\_\_\_\_\_\_\_\_\_\_\_, 2018. Donations will also be used to increase college campaign marketing techniques. The college campaign is expanding and the efforts to promote the mission are essential to the future of our students.

If you would like to have a discussion with you about donations, please contact me directly by phone at \_\_\_\_\_\_\_\_\_\_\_ or via email at\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I hope to hear from you soon, and thank you in advance for your generosity.

Sincerely,

(Your Name)

MCAC Site Coordinator