

TIPS FOR WRITING A STRONG LETTER OF REQUEST (LOR)



Be Clear and Concise

- ✓ Keep the letter short (1–2 pages max).
- ✓ Avoid jargon and complex language. Write so anyone can understand your mission and request.



Start with Key Information

- ✓ In the top left corner, include:
 - Organization name
 - Contact person and position
 - Address
 - Purpose of the grant
 - Amount requested



Describe Your Organization Briefly

- Mission statement in one sentence.
- Who you serve (population, community, or issue).
- Highlight your track record (years of work, key achievements).



Make the Case for Support

- Explain the specific need or problem you are addressing.
- Show why it matters to the community.
- Emphasize why now is the right time to support it.



Explain How Funds Will Be Used

- State clearly whether the grant will support operations or a specific project.
- Show how the requested amount fits into the overall budget.



Explain How Funds Will Be Used

- Describe the outcomes: what will change if you receive funding?
- Be specific: number of people served, improvements achieved, or measurable goals.



Close with Gratitude

- Thank the organization for considering your request.
- Reaffirm your commitment to making effective use of their support.

GOLDEN RULES

- **Keep it simple:** no graphics, no attachments beyond what is requested.
- **Be specific:** avoid vague phrases like “help the community” → instead say “provide 200 meals weekly to children in X neighborhood.”
- **Use an authentic voice:** don’t oversell—show credibility and commitment.