



FREE TEMPLATE PACK

Silent Auction Donation Request Letter Templates

The complete, editable pack — 7 ready-to-use templates to help you secure more auction items.

Trusted by fundraisers since 2011 · galabid.com

How to Use This Pack

Every template below is ready to copy, paste and personalize. Anything in [square brackets] is a placeholder for you to fill in — swap in the business name, your event details, your deadline and your contact details, and delete anything that doesn't apply.

A quick rule before you send anything: a generic, mass-sent request gets a generic response (usually silence). A specific, personalized one gives a business a clear reason to say yes and an easy way to do it. The few minutes it takes to tailor each ask is what lifts your response rate.

You'll Find

- 1 **Local business letter**
- 2 **Corporate / in-kind giving letter**
- 3 **Email outreach**
- 4 **Social media message**
- 5 **Follow-up nudge email**
- 6 **Returning (past) donor letter**
- 7 **Thank-you and item confirmation**

What a Request That Gets a “Yes” Includes

Use this as your checklist for every letter:

- ✓ **A personal opening.** Address the business by name. If you've worked with them before, say so.
- ✓ **A brief mission story.** One or two sentences on your cause and this event, just enough to show who's asking and why.
- ✓ **The specific ask.** Name exactly what you're hoping for (“gift cards or dining vouchers”). Vague requests are the easiest thing to ignore.
- ✓ **What they get back.** Recognition on your auction platform and website, a tax receipt, or alignment with their community and CSR goals.
- ✓ **An easy way to say yes.** A phone number, email, or a link to a simple online item donation form (a QR code on printed letters). Offering to collect the item yourself often makes the difference.
- ✓ **A clear deadline.** A specific date, tied to when you need to finalize your catalogue.
- ✓ **Your organization's basics.** Have your tax ID and charity/nonprofit registration ready to reference (for US nonprofits, that's your EIN and 501(c)(3) status). Many corporate giving portals ask for it.

Before You Send: A 60-Second Checklist

- ☐ Have I checked how this business prefers to receive requests? (Many larger companies have their own form or portal, use it.)
- ☐ Have I named the business and personalized the opening?
- ☐ Is the specific ask clear and easy to find?
- ☐ Have I said what they get in return?
- ☐ Is there an obvious next step (form link, QR code, phone, email)?
- ☐ Have I given a clear deadline?
- ☐ Is my organization's registration/tax info ready if asked?

Local Business Letter

Dear [Business Owner / Manager Name],

My name is [Your Name], and I'm reaching out on behalf of [Organization Name], a local nonprofit dedicated to [brief mission, one sentence]. On [event date], we're hosting our [event name], a silent auction fundraiser to support [specific program or cause].

We're inviting local businesses like [Business Name] to help make this event a success by donating an item, service or gift card for our auction. Even a modest contribution goes a long way, and every donor is recognized on our auction platform and our website as a valued community supporter.

If you're able to help, you can drop off or send your donation by [deadline date], or let us know and we're happy to arrange a pickup at a time that works for you. You can share the details of your donation through our quick online form at [form link] (or scan the QR code below), or reach me directly at [phone / email] with any questions.

Thank you for considering supporting [Organization Name]. Contributions like yours make a real difference for [beneficiary group].

Warm regards,

[Your Name]

[Title, Organization Name]

[Phone / Email]

Corporate / In-Kind Giving Letter

Dear [Corporate Giving Contact / To Whom It May Concern],

[Organization Name] is a nonprofit organization [tax ID / registration number, e.g. EIN XX-XXXXXXX and 501(c)(3) status for US nonprofits] serving [brief description of mission and community]. On [event date], we're hosting our [event name] to raise funds for [specific program].

We're respectfully requesting an in-kind donation from [Company Name] to help support our silent auction. Donations of any size are appreciated, whether that's a product, gift card or experience your company can provide. In return, [Company Name] will be recognized as a sponsor with logo placement and a link to your business on our auction platform and our website — a natural fit if you're looking to support causes aligned with your community or CSR goals.

We checked for a corporate giving portal or donation process on your website. If we've missed the right channel, please point us to it and we're happy to submit through whatever format works best for you. We can also provide any additional documentation needed, including our tax-exempt status and event details.

Our deadline for auction items is [deadline date]. You can reach our procurement team directly at [email / phone], or we can submit through your standard giving portal if preferred.

Thank you for your consideration and for supporting organizations like ours.

Sincerely,

[Your Name]

[Title, Organization Name]

[Phone / Email]

Email Outreach

Subject: Auction item donation request from [Organization Name]

Hi [Name],

I'm reaching out from [Organization Name] ahead of our [event name] silent auction on [date]. We're hoping [Business Name] might consider donating an item, service or gift card to support our fundraiser for [cause].

It's a great way to get in front of our attendees, and we'd be glad to include your logo and a link to your business on our auction platform and our website.

If you're able to help, just reply to this email or reach me at [phone number], and I can send over the link to our quick online donation form. Our deadline for items is [date].

Thanks so much for considering it, we really appreciate any support you can offer.

Best,

[Your Name]

[Organization Name]

Social Media Message

Hi [Business Name], I love following your page! I'm reaching out from [Organization Name] ahead of our [event name] silent auction on [date].

We'd love to feature [Business Name] if you're able to donate an item, service or gift card for the auction. We'll tag you, feature your donation with photos in our posts, and make sure our followers know where it came from — which could be a nice bit of content and exposure for your page too.

If you're interested, just send us a message here or reach out at [email / phone] and we can share all the details. Our deadline for items is [date].

Thanks so much for considering it!

[Your Name]

[Organization Name]

Tip: If you know who manages the business's social account, pitch them directly. They're usually looking for content, so framing the ask around what you can offer them (a feature, tagged photos, ready-made posts) often lands better.

Follow-Up Nudge Email

Subject: *Following up: item donation for [event name]*

Hi [Name],

Just following up on my note last week about our [event name] silent auction on [date]. I know things get busy, so no problem at all if it slipped through.

If [Business Name] is able to donate an item, service or gift card, we'd be glad to feature you on our auction platform and website. Our deadline for items is [date], and even a quick yes or no helps us as we finalize our catalogue.

Happy to make it easy, I can send our short donation form, or arrange to collect the item from you.

Thanks so much,

[Your Name]

[Organization Name] • [Phone / Email]

Returning (Past) Donor Letter

Dear [Name],

Last year, your donation of [item] helped make [event name] a real success — thank you again for being part of it. Supporters like [Business Name] are a big reason we were able to raise [result, if you can share a verified figure] for [cause].

We're hosting [event name] again on [date], and we'd love to include [Business Name] once more. If you're able to donate an item, service or gift card, we'll recognize you on our auction platform and website, just as we did last time.

You can confirm your donation through our quick form at [form link], or reply to this and we'll take care of the rest, including collecting the item if that's easier. Our deadline is [date].

Thank you for your continued support — it genuinely makes a difference.

Warm regards,

[Your Name]

[Title, Organization Name] • [Phone / Email]

Thank-You and Item Confirmation

Dear [Name],

Thank you so much for donating [item] to [event name] — we're thrilled to include it in this year's auction.

Just to confirm the details:

- Item / service: [description]
- Approximate value: [\$ amount]
- How supporters will see it: featured on our auction platform, with [Business Name] recognized and linked on our website

[Pickup / drop-off details, or "We'll be in touch to arrange collection at a time that suits you."]

We'll share photos and tag [Business Name] when the auction goes live, so your generosity gets seen. If anything changes or you have questions, just reach me at [phone / email].

With gratitude,

[Your Name]

[Organization Name]

PRO TIPS

Tips to Lift Your Response Rate

- ✓ **Personalize wherever you can.** Even a first-name greeting and a specific reference to the business makes the ask feel less like a form letter.
- ✓ **Lead with the ask.** If a reader has to hunt for what you're requesting, you've already lost some of them.
- ✓ **Keep the language plain and direct.** It reads as more genuine, and it's easier to skim.
- ✓ **Make saying yes effortless.** Link to a simple online form for the item description, value and contact details (a QR code on printed letters). Offer to collect the item.
- ✓ **Use both letters and email.** A printed letter carries weight as the formal ask; a short email is faster to send and easier to follow up on.
- ✓ **Respect their process.** If a business has its own donation portal, use it — sending a template instead can hurt your chances.

Turn Your “Yeses” Into a Smooth Auction

Once the items start coming in, keeping track of everything becomes its own job. That's where GalaBid helps: your dashboard is one place to add, edit and manage every item, so nothing gets lost between a business saying yes and your auction going live.

From there, GalaBid runs the rest of the experience too:

- ✓ Mobile bidding with outbid alerts
- ✓ Live leaderboards
- ✓ Payment processing and item dispatch once the auction closes
- ✓ Reporting that shows which items and donors performed best

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