

Dear *(insert name)*

The *(insert Fundraising Group name)* are holding a Fundraising event for the British Heart Foundation to help raise vital funds for research into Heart & Circulatory Diseases. *(insert event name)* will be held on *(insert date)* and we hope to raise over *(insert amount)*. We are writing to you today to ask if you would consider Matching our donation and doubling our impact to the charity.

Matched Funding not only increases the amount donated by your contribution, but research shows that 84% of people are more likely to give to charity if their donations are being matched. And 1 in 3 people said they donate more when donations are being matched.

There are also business benefits to having a matched funding scheme including meeting objectives within CSR policies, improved perception of the organisation, and improved staff moral and employee retention rates.

With Heart & Circulatory Diseases still killing 1 in 4 of us, it's important we act now and join together to help the British Heart Foundation beat heartbreak forever.

I hope to hear from you with some good news about our request.

With very best wishes

*(insert name)*