A renewal letter should focus on thanking the company for their past gifts, while introducing the idea of continuing a gift to support this year’s program/event. The letter should be about a page long and can either include pictures of the previous program/event, or a type of personalization aspect to connect to the company.

MM DD, Year

(Person)

(Company)

(Address)

Dear (person),

(RSO name) is delighted to invite (company) to renew its commitment to (reason why the company supported you) at the University of Washington. As a result of your generosity, (program/event) was able to flourish.

Thanks to (company)’s support, (RSO) was able to (3-4 sentences about what was accomplished). By supporting (RSO), (company) help (broad idea for the program/event).

Enclosed is a description of this year’s (program/event). The (program/event) is scheduled for (date and time) at (location).

We hope (company) will make an irrevocable gift again this year and continue to support (goal of program/event). Thank you so much for your consideration and ongoing generosity.

Sincerely,

<name>

<position title, RSO name>

Pictures of the program/event if applicable