

SAMPLE LETTER



Subject: Help Support the Innovation Fund at Charlotte Lab School

Dear _____,

Charlotte Lab School is currently raising money for our Annual Fund, and we have an exciting opportunity to double every dollar that is donated. A very generous Lab family has offered to match all donations that come from:

- 1) families who have not donated in the past, and
- 2) friends, extended family, and community members.

In other words, the matching challenge is designed to help us expand our community of support. And, that is why I am sending you this message.

In case you don't know, Charlotte Lab School is an intentionally diverse, public k-8 charter school seeking to close the mobility and opportunity gaps in Charlotte, NC through innovative approaches to teaching, learning, and supporting whole child development. Lab School opened its doors in fall 2015 as the first of a small network of innovative schools that will redefine the k-12 school experience in order to provide a model of what's possible in public education and to serve as an incubator for talent and innovation in the greater Charlotte area. Located in Center City Charlotte, Lab School currently serves 400 students in grades k-5 and will grow to include 6th grade classes this fall, ultimately serving 750 students in grades k-8.

You can find more information about the [Lab Innovation Fund](#), [make a donation](#), or [send gift by mail](#) on our website. The money raised will help support smart technology, library enhancements, facility upgrades, staff development & retention, and after school programming. Read more about our [ambitious plans here](#).

Thank you for your interest, and I hope you will consider making a donation to our Lab Innovation Fund. Every gift from a new donor made by March 31 will be matched, up to \$3,000!

Sincerely,

PS: Charlotte Lab School is a registered 501c3 organization and your donation is tax-deductible to the fullest extent provided by law.