**(INSERT DATE)**

Dear **(BUSINESS NAME)**,

At **(INSERT SCHOOL NAME)** in **(INSERT VILLAGE/TOWN)**, we want to instil a love of reading in all our pupils and we know that in order to achieve this we need to inspire them.

We would like to raise funds for a collection of high-quality new books, so there is something to excite and engage all children, whether they are already a keen reader and are just waiting to be introduced to their next great read or they are a reluctant reader and are in need of a book that will transform them into a lifelong reader. We want all of our pupils to develop a love of reading for pleasure.

Reading is a skill we take for granted, yet one that is essential for being able to get on in life. As a child grows up, being able to read well not only enables them to discover new facts but also opens them up to a world of new ideas, stories and opportunities.

We are aiming to raise £ **(INSERT AMOUNT)** from local businesses which will enable us to purchase new recommended reading books for our year groups. Our hope is that all pupils will find something to ignite their imagination and passion for reading.

If you are able to make a donation, however big or small, please visit **(INSERT YOUR SUPPORT YOUR SCHOOL CAMPAIGN WEBSITE ADDRESS).**

As a thank you for donating, we would be happy to **(INSERT WHAT YOUR SCHOOL IS ABLE TO OFFER A BUSINESS, E.G. THANK PUBLICALLY ON SCHOOL’S SOCIAL MEDIA PAGE OR IN YOUR SCHOOL’S NEWSLETTER OR ADD LOGO IN SCHOOL FAYRE BROCHURE)**.

Please do not hesitate to contact me on **(INSERT SCHOOL’S PHONE NUMBER)** or email **(INSERT SCHOOL’S EMAIL ADDRESS)** if you have any questions regarding our fundraising campaign.

Thank you in advance for your support from our staff and pupils.

Kind regards,

**(INSERT NAME)**

**(INSERT JOB TITLE)**