

Your street name

Your town

Your city

Your country

Your postcode

RE:

Dear Sir/Madam (*if unknown*),

Today's date

INTRODUCTION

Opener and
topic sentence

Who are you?

Why are you writing?

*Why should they carry
on reading?*

REASONS

Opener and
topic sentence

You could help by...

I think this because...

Compare and contrast

At present, ...

1.

2.

3.

With your help in the
future, ...

1.

2.

3.

✓ Polite ✓ Facts and statistics ✓ Exaggeration *The best in the...*

✓ Persuasive adjectives *super, magnificent, amazing, fantastic, incredible*

✓ Guilt-trip ✓ Questions *Would you...? Do you...? Have you ever...?*

CONCLUSION

Opener and
topic sentence

*How much effort/time
would be needed?*

*How would their help
benefit you?*

Please reply soon so...

Yours sincerely, (*recipient known*)

Yours faithfully, (*recipient unknown*)