

Following are examples of donor solicitation letters sent by Headquarters and various Chapters. Any inserts that were sent with the letter are also included.

We encourage you to reference and “sample” these as you prepare items to send to prospective donors.



SYBUNTS

# ASHRAE

*Technology for a Better Environment*

1791 Tullie Circle, NE • Atlanta, GA 30329-2305 USA • Tel 404.636.8400 • Fax 404.321.5478 • <http://www.ashrae.org>

August 19, 2010

Mr. John Doe  
123 Main St.  
New York, NY 12345

Dear Mr. Doe:

ASHRAE would like to thank you again for the support you've shown *ASHRAE Research* over the past years. We sincerely hope that you will renew your support in this program so ASHRAE can continue its research in the HVAC&R industry. Whether you specialize in IAQ, green building, tools and applications or refrigeration, ASHRAE has research projects focused on your field of expertise and the specific topics that affect your business most. Not only does your generous contribution insure the future growth of your industry, it also influences the health and well being of all of us today and for future generations. If there is a specific research topic you're interested in, please contact Patricia Adelman, Research Promotion Manager, and she'll be happy to give you specific information. Her phone number is 404/636-8400, ext. 1114 or email [padelman@ashrae.org](mailto:padelman@ashrae.org)

Your investment in *ASHRAE Research* is doubly important because ASHRAE has a policy of matching contributions dollar for dollar from the revenues generated at its Winter AHR Expo. Donations and these matching expo dollars are currently funding 85 projects around the globe valued at over \$10 million. While this is impressive, ASHRAE has an additional 12 projects in negotiations that will need another \$1.4 million of investments! These additional projects cannot be funded unless we receive investments such as yours.

For your convenience we have included a donation invoice with your personal information and contribution history, as well as a reply envelope to ASHRAE's Headquarters in Atlanta. If you prefer, you may also send your investment directly to your local ASHRAE chapter (New York) to be forwarded to Atlanta. Please visit ASHRAE's website at [www.ashrae.org](http://www.ashrae.org) for more information on ASHRAE's research and education programs. You may also make your investment online at ASHRAE's website. Click the link on the left side of the home page labeled "Contribute Online".

Thank you in advance for your continued support of these vital research projects.

Sincerely,

Jim Matthews  
2009-10 RP Chair

ASHRAE, Inc  
1791 Tullie Circle NE  
Atlanta, GA, 30329  
**ASHRAE Research Investment**

February 17, 2010

**ORDER NO:** SY12345678  
New York

Mr. John Doe  
123 Main St.  
New York, NY 12345

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I would like to renew my investment in ASHRAE Research!

- Please continue my investment of \$ **100**
- Please increase my investment to \$ \_\_\_\_\_
- Please decrease my investment to \$ \_\_\_\_\_

.....

Check enclosed

Please charge my credit card:

Name on the card: \_\_\_\_\_

\_\_\_\_ American Express    \_\_\_\_ MasterCard    \_\_\_\_ Visa

Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_

**\*Credit card contributions can be faxed to (678) 539-2112**

**This 2009-10 Contribution\* is in support of the following area(s):**

- Energy & Resources       IAQ       Tools & Applications
- Equipment, Components & Materials       Education & Outreach       General Research

\* Contributions over \$1,000 may be *earmarked* toward specific projects. Please contact Patricia Adelman, 404/636-8400 ext. 1114 at ASHRAE Headquarters for more information.

**Send investment to:**

ASHRAE Research Promotion  
att. Patricia Adelman  
1791 Tullie Circle NE  
Atlanta, GA 30329  
United States

**Thank you for your support of  
ASHRAE Research!**



LYBUNTS

# ASHRAE

*Technology for a Better Environment*

1791 Tullie Circle, NE • Atlanta, GA 30329-2305 USA • Tel 404.636.8400 • Fax 404.321.5478 • <http://www.ashrae.org>

Dear John,

The entire ASHRAE Research community, and I personally, would like to thank you again for the support you showed ASHRAE last year. It's because of your support that we're able to conduct more than \$10 million in research every year. In recognition of your investment, I wanted to make sure you saw your name listed in the October Issue of the ASHRAE Journal. If there's a problem with the listing or you'd prefer a different name used in recognition, please let me know.

I hope we can once again count on your support of ASHRAE Research this year. For your convenience, I've included a donation invoice with your information and contribution history, as well as a reply envelope to ASHRAE's Headquarters in Atlanta.

As always, you may also make your investment online at [www.ashrae.org](http://www.ashrae.org). Click the link on the left side of the home page labeled "Contribute Online". Your contribution will automatically go toward helping the «Chapter» Chapter reach their RP goal for 2009-10.

Again, Thank You for your continued support of these vital projects - it's greatly appreciated.

Jim Matthews  
2009-10 RP Chair

**NOTE: A 2008-09 ASHRAE Honor Roll was included with this mailing.**

ASHRAE, Inc  
1791 Tullie Circle NE  
Atlanta, GA, 30329  
**ASHRAE Research Investment**

February 17, 2010

**ORDER NO:** LY1234567  
New York

Mr. John Doe  
123 Main St.  
New York, NY 12345

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I would like to renew my investment in ASHRAE Research «Country»!

- Please continue my investment of \$ **100**
- Please increase my investment to \$ \_\_\_\_\_
- Please decrease my investment to \$ \_\_\_\_\_

.....

Check enclosed

Please charge my credit card:

Name on the card: \_\_\_\_\_

\_\_\_\_ American Express    \_\_\_\_ MasterCard    \_\_\_\_ Visa

Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_

**\*Credit card contributions can be faxed to (678) 539-2112**

**This 2009-10 Contribution\* is in support of the following area(s):**

- Energy & Resources       IAQ       Tools & Applications
- Equipment, Components & Materials       Education & Outreach       General Research

\* Contributions over \$1,000 may be *earmarked* toward specific projects. Please contact Patricia Adelman, 404/636-8400 ext. 1114 at ASHRAE Headquarters for more information.

**Send investment to:**

ASHRAE Research Promotion  
att. Patricia Adelman  
1791 Tullie Circle NE  
Atlanta, GA 30329  
United States

**Thank you for your support of  
ASHRAE Research!**



\$100 Companies

# ASHRAE

Technology for a Better Environment

1791 Tullie Circle, NE • Atlanta, GA 30329-2305 USA • Tel 404.636.8400 • Fax 404.321.5478 • <http://www.ashrae.org>

August 19, 2010

ABC Inc.  
Mr. John Doe  
123 Main St.  
New York, NY 11111

Dear Mr. Doe:

Thank you for your recent investment of \$100 supporting ASHRAE's research program. It is through financial leadership and support like yours that this program remains a successful and viable endeavor for its members, the public, and the HVAC&R industry. Whether you specialize in IAQ, sustainable building, tools and applications or refrigeration, ASHRAE has research projects focused on your field and the specific topics that affect your business most.

We would like the opportunity to publicly recognize and thank ABC Inc. for their support of ASHRAE Research at the upcoming New York Chapter Meetings and in the October Issue of the *ASHRAE Journal*. Unfortunately, due to space restrictions and costs, we can only publicly recognize those companies who invest \$150 or more in ASHRAE's research programs and reach the *Honor Roll* status.

Please consider increasing your investment by \$50 to reach this next level of recognition. In addition to the listing in the *ASHRAE Journal*, you will also receive a commemorative medal honoring one of the Giants in the HVAC&R industry. The 2009-10 Medal recognizes P. Ole Fanger. The New York Chapter also uses this level for Chapter Recognition and donor signage.

For your convenience, we have included a donation invoice with your company's information and contribution history, as well as a business reply envelope to ASHRAE's Headquarters in Atlanta. In order for you to be listed in the upcoming Journal issue, we must receive your contribution by August 24<sup>th</sup>.

Please visit ASHRAE's website at [www.ashrae.org](http://www.ashrae.org) for more information on ASHRAE's research and education programs. While there, you may also make your investment online by clicking the link on the left side of the home page labeled "Contribute Online".

Thank you in advance for your continued support of these vital research projects and allowing us the opportunity to give ABC Inc. the recognition it deserves.

Sincerely,

Jim Matthews  
Resource Promotion Chair

*American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc.*

AN INTERNATIONAL ORGANIZATION

ASHRAE, Inc  
1791 Tullie Circle NE  
Atlanta, GA, 30329

Phone: (404)-636-8400  
Fax : (404)-321-5478

### Research Promotion Investment

August 19, 2010

ABC Inc.  
Mr. John Doe  
123 Main St.  
New York, NY 11111

**ORDER NO:** 05071234567  
New York

**Year to Date Investment:**  
\$100.00

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ABC Inc. would like to increase their investment in ASHRAE Research!

Please increase our current investment by \$\_\_\_\_\_ so that we may be recognized as a:

- Major Donor - Silver Level (\$1,000 - \$2,499)
- Major Donor - Bronze Level (\$500 - \$999)
- Major Donor - Antique Level (\$250 - \$499)
- Honor Roll Donor (\$150 - \$249)

**This 2009-10 Contribution\* is in support of the following area(s):**

- Energy & Resources
- IAQ
- Tools & Applications
- Equipment, Components & Materials
- Education & Outreach
- General Research

\* Contributions over \$1,000 may be *earmarked* toward specific projects. Please contact Patricia Adelman, 404/636-8400 ext. 1114 at ASHRAE Headquarters for more information.

**Send payment to:**

ASHRAE Research Promotion  
att. Patricia Adelman  
1791 Tullie Circle NE  
Atlanta, GA, 30329

**Thank you for your support of ASHRAE Research!**



# ASHRAE

Technology for a Better Environment

Example of Thank You Letter  
sent to all donors by  
Headquarters.

1791 Tullie Circle, NE • Atlanta, GA 30329-2305 USA • Tel 404.636.8400 • Fax 404.321.5478 • <http://www.ashrae.org>

August 19, 2010

ABC Inc.  
Mr. John Doe  
123 Main St.  
New York, NY 12345

Dear Mr. Doe:

Thank you for ABC Inc.'s recent investment supporting ASHRAE's *research program*. It is through financial leadership and support like yours that this program remains a successful and viable endeavor for its members, the public, and the HVAC&R industry.

Every dollar contributed towards *ASHRAE Research* is spent on research projects. At any given time there are 80 or more projects being conducted under the Society's guiding support. When projects are completed, their findings are then made available to the public and the HVAC&R industry through various ASHRAE publications.

Please accept this letter as acknowledgement of your contribution, received on January 1, 2009 in the amount of \$250.00. This generous donation is in support of Research.

You were not provided any goods or services required to be reported for this contribution.

Again, thank you for your financial support and industry leadership.

Sincerely,

Patricia A. Adelman, Manager



# Chapter Examples

## From St. Louis Chapter

March 30, 2007

Mr. Jerry Brasch  
Brasch Mfg. Co.  
11880 Dorsett Rd.  
Maryland Heights, MO 63043

Dear Jerry:

RE: ASHRAE Research

Last year the contributions received from the St. Louis area were returned 100 times for Research grants to the Engineering Departments of Washington University, University of Missouri-Rolla and Columbia.

I believe personally in supporting ASHRAE Research and have been a contributor myself and on a Company level in our two divisions. In previous years you have been kind enough to provide ASHRAE Research with your contribution of \$100.00. I hope that you would consider the same contribution this year.

Please make your check out to **ASHRAE Research** and mail to me for processing. Thanks again for your continued support to ASHRAE Research.

Sincerely,

Robert S. Anderson

RSA:see



May 17, 2007

Sample Thank You letter sent by a  
Chapter

ASHRAE  
1791 Tullie Circle, NE  
Atlanta, GA 30329

Dear :

The East Texas Chapter of ASHRAE would like to thank you for your recent contribution to our Research Fund Raiser. Because of your participation and support in this event, it was considered very successful. The event raised \$6,000 through sponsorship, team participation, silent auction, and door prize give-a-ways.

Last year ASHRAE Society raised over \$8 million dollars for Research. Of those funds over \$760,000 was granted to Universities in Region VIII for heating, refrigerating, and air-conditioning research focusing on indoor air quality and building sustainability. Region VIII includes East Texas Chapter within Texas, Oklahoma, Arkansas, Western Louisiana, and Mexico.

Fundamentally, ASHRAE members contribute Research funds through dues, fund raising events, and expositions. Unlike other charitable societies, ASHRAE commits 100% of its Research funds towards projects focusing on human comfort, health, and safety within their living and working environment. All work within a Chapter is voluntary, which does not require overhead; therefore, all of your contributions directly affect the success of these fund-raising events and applied research.

Again, thanks for helping ASHRAE Society maintain research funding for the HVAC industry proactive approach to human health, comfort, and safety.

A handwritten signature in cursive script that reads "Rhamy Morrison".

Rhamy Morrison  
ASHRAE Research & Promotion Chairman  
East Texas Chapter

March 30, 2009

Mr. Jon Feind, P.E.  
FMS Engineering  
El Paso, Tx

Dear Jon,

On behalf of the entire ASHRAE Research community and myself, I would like to thank you again for the support you showed ASHRAE last year. It is because of your support that we're able to conduct more than \$10 million in research every year. In recognition of your investment, your name was listed in the October Issue of the ASHRAE Journal as underwriters of the Research Department. Please let us know if any changes need to be made this year to your entry.

I hope we can once again count on your support of ASHRAE Research this year. There are two different ways to make a donation. Either send your check (payable to ASHRAE) to:

Mark Snyder  
4709 Ripley Dr.  
El Paso, TX 79922

ASHRAE  
1791 Tullie Circle  
Atlanta, Ga 30329

or, as always, you may make your payment online at [www.ashrae.org](http://www.ashrae.org). Simply click the link on the left side of the home page labeled "Contribute Online". Your contribution will automatically go toward helping the Chapter reach their RP goal for 2008-2009.

Again, thank you for your continued support of these vital projects. It is greatly appreciated!

Sincerely,

Mark A. Snyder, P.E.  
Research Chair, El Paso Chapter  
915-581-5458

Please fax or email this form back to me at 915-581-9242 ([mas@ichinc.com](mailto:mas@ichinc.com)) so I will not try to contact you after you have made your decision:

Amount: \_\_\_\_\_ Name of Donor: \_\_\_\_\_