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| **MCCLV**  |
| **Metropolitan Community Church of the Lehigh Valley** |

Dear Lehigh Valley Business Leader

This is to let you know about a great opportunity to strengthen the Lehigh Valley community. MCCLV has been advocating for a stronger community for more than 38 years. In preparation for the fall fundraising season, the MCCLV Fundraising Team is seeking to build partnerships with local businesses. The largest fundraising event for the organization is the fall Tricky Tray Basket Raffle where attendees purchase tickets to bid on an array of prize baskets. The money raised is used for the following year’s outreach activities. Some examples of MCCLV’s outreach activities are listed on the back of the enclosed flyer.

Along with making an investment in the community, businesses making donations receive great perks. MCCLV is a 501c nonprofit organization. Donors receive a receipt for their 100% tax deductible gift. Along with the tax deduction opportunity, all businesses who are donating partners will receive recognition for their gift(s), that is, in essence, like free advertising and marketing. Our fall event typically attracts over 200 attendees and volunteers, and your organization will be listed both in the event’s brochure and featured in our electronic media. In addition to that, all contributing businesses will be featured on MCCLV’s website. Finally, all organizations contributing to MCCLV’s fundraising efforts will be highlighted in Social Media platforms which have a growing viewership of more than 1500 followers.

**Your organization is rooted in the Lehigh Valley and a strong community is good business for everyone. MCCLV is passionate about lending a helping hand and empowering people who are struggling in our neighborhoods. Your donation will play a key role in the continuation and growth of MCCLV’s influence in the Lehigh Valley and beyond. Would you consider a donation (examples below) to be used in MCCLV’s fundraising?**

* **A complimentary gift of merchandise or a service and/or**
* **A gift card to be used at your business and/or**
* **A cash donation directly to MCCLV where you will be recognized as an event sponsor**

On the back of this letter, you will find information about direct donations where your business will be recognized as an event sponsor.

Thank you in advance for partnering with MCCLV.

Sincerely,

Lisa Engle

MCCLV Fundraising Chair

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