5 Simple Steps to Soliciting In Kind Donations

Step 1: Make a list of businesses that you would like to solicit for donations. Here are some types of businesses that might be willing to donate goods, services, or gift certificates. Although you can target large company stores, don’t forget about small, local stores too.
- Bookstores
- Coffeehouses (Coffee Bean, Peets, Starbucks, etc.)
- Department stores
- Fitness centers or YMCAs (free visitor or guest passes)
- Grocery stores and specialty food stores (Trader Joe’s, etc.)
- Home and garden centers (Home Depot, Armstrong, etc.)
- Personal care providers (spas, beauty shops, salons)
- Restaurants
- Sporting goods stores
- Museums
- Disneyland
- Knott’s Berry Farm
- Long Beach Aquarium of the Pacific
- Los Angeles Zoo
- Regal Entertainment Group (movie theaters)
- San Diego Zoo
- San Diego Wild Animal Park
- SeaWorld
- Universal Studios

If you yourself offer professional services and are able to donate some time, things like tax preparation or legal services are likely to be very popular in a raffle.

Step 2: Start working on your donation campaign right away, as some organizations require 4-6 weeks to consider donation requests. Go on the Internet or make some phone calls to see if the targeted companies make donations and if there are any guidelines or requirements for submitting a request.

Step 3: Get the name and address of the person who should receive your request, and write a personal request letter. A sample is shown below. Be sure to include the IRS letter confirming that your agency or California WIC Association is a non profit organization.

Step 4: Send your request letter by postal mail, unless the company asks for a request by e-mail. Include a stamped, self-addressed envelope, whether or not that is required. That SASE is often the key factor in a company’s decision to donate.
If it’s a local business, try to arrange to go in person to pick up the gift. Be sure to include the one pager on the WWW program as well as your agency’s or California WIC Association’s IRS tax-exempt letter.

Step 5: When you receive the donated prize, send a Thank You Letter. This is not just a nice thing to do, it’s absolutely critical, because someday you may wish to contact these people again, and you want to leave them with a good impression of your agency or California WIC Association.