



## **Intro Email Templates for Organizations Looking to Connect to Specific Foundations**

### **Cold Email**

Subject: Introduction and Shared Interests in [insert language that both you and the foundation use to describe your work]

Dear [Name],

I wanted to take a moment to introduce you to the work we're doing at the [insert your org with a hyperlink to your website], as it may align with [insert foundation's name]'s mission and areas of focus.

[Insert 1–2 brief paragraphs describing the programs, initiatives, or areas of your current or planned work most relevant to this foundation. Focus on work that overlaps with the funder's stated priorities. Whenever possible, include concrete outcomes, metrics, notable accomplishments, partnerships, or links that demonstrate impact and credibility. Note: The best kind of funding is funding to do programs you're already planning to do rather than brand-new initiatives that will put a strain on your organization's ability to fulfill its current commitments.]

Given [insert foundation's name]'s commitment to [insert language that the funder uses on their website], there may be meaningful overlap and opportunities to learn from one another's approaches—particularly [insert areas of mutual interest].

I'd welcome the opportunity to learn more about your current priorities and to share additional information about our work that might be of mutual interest. Here are some potential times that work for us for an initial call:

[insert a few options 3-4 weeks out]

Thank you for your time and consideration.

Best,

### **Email Requesting an Introduction from a Close Partner**

Subject: Potential Introduction to [insert name of person and/or name of foundation]

I hope you're well! [insert a sentence or two on some recent work or other pleasantries]

I saw on LinkedIn that you're connected to [insert name of person] at [insert name of foundation] **OR** I am looking for connections to [insert the name of the foundation], and I was wondering if you knew anyone there.

If so, I was wondering if you might consider sending an email like the one below to facilitate an introductory call. Feel free to edit as you wish:

I hope you're well!

I was wondering if I could connect you with our partners at [insert your org name, with a hyperlink to your website]. In particular, I would like to connect you with [insert name], who I've worked with on [insert project that the foundation would be interested in/or one that highlights what a great organization/person you are.]

Here is some information that [insert your org name] sent to me describing their work. **OR** Attached is a 1-page overview of their current priorities.

[Insert 1–2 brief paragraphs describing the programs, initiatives, or areas of your current or planned work most relevant to this foundation. Focus on work that overlaps with the funder's stated priorities. Whenever possible, include concrete outcomes, metrics, notable accomplishments, partnerships, or links that demonstrate impact and credibility. Note: The best kind of funding is funding to do programs you're already planning to do rather than brand-new initiatives that will put a strain on your organization's ability to fulfill its current commitments. If you're attaching a 1-page overview, only include information about the work that you think this foundation would be most interested in.]

Please let me know if an introduction to [insert your name and org] would be of interest.

Thank you for your consideration.

Best,