

## Steve Smith for State House

August 22, 20xx

John Doe  
4321 Any Street  
Any Town, ST 12345

Dear John:

I have never sent you one of these letters before. But we have been friends for a long time and so I know that you understand why I need to ask for your help now.

In all of my years living in Any Town, I have never seen an election year in which the competition is going to be as fierce as it is this year. Competition – in races up and down the ballot – is going to be intense.

At the top of the ballot is the battle for control of the State House. And if this year's primary season gives us any indication, this battle is probably going to be very divisive and nasty.

The Democrats are making an aggressive play to retain control of the State House. They've got a leg up on us, too. As it is, they have a slim majority of six votes.

And need I even mention that both sides will spend thousands and thousands of dollars to win, and that's not to mention all the special interest money.

It all sounds very exciting to political enthusiasts like you and me. Everyone is going to be running TV ads, radio ads, sending thousands of pieces of mail, making thousands and thousands of phone calls.

But I have to be honest with you, I am concerned about my chances of winning the State House seat in the 20th District of Any State.

With all the money that will be spent by both sides to win the statewide elections, I alone need to raise over \$250,000 dollars just to keep up with my wealthy opponent.

And it may take even more than that! We will need to spend more money just to get our message out to the voters... just to cut through the "clutter" of everyone else's campaigns.

I've never asked for your help before, but John, I really do need it now. Can you make an investment in my campaign today? I can accept contributions up to \$1,000 per person, per election.

But if you can't make that large an investment, can you send \$500, \$250, \$100, or even \$50? Every single penny you send will be put to very good use.

You and I go way back. You already know about all of the good things we Republicans have done for Any Town and Any State.

- More than 60,000 Any State residents are off welfare and enjoying the independence and rewards of hard work and a paycheck.
- Education funding has increased, and more decisions and dollars have moved back to the local communities, and most importantly, the teachers who teach our children.
- The state budget is balanced and more than \$21 million in public debt has been paid back, without raising taxes.
- In fact, state taxes have been reduced by \$500 for every child, saving families thousands of dollars for life's basic necessities.
- We have made much-needed investments in crime prevention, making Any State a safer place.

I am proud of all that has been done. And I know that we can do so much more. But I can't begin fighting for you if I am not elected on November 7th.

I hope you will send a contribution today.

We have a tough battle ahead. But I know that if you come on board, others will follow. With friends like you, we are certain to win.

Thanks, in advance, for all your help.

With best wishes,

Steve Smith

PS: Mary and I are looking forward to hearing from you soon. I hope you will include a short note and let me know how things are going with you and your family. It has been so long since we have been able to touch base. Thanks, again, for sending your contribution for \$50, \$100, \$250, \$500 or even \$1,000 today.

**IMMEDIATE CONTRIBUTION REPLY  
TO STEVE SMITH FOR STATE HOUSE**

**Subject:** Raising \$250,000 to purchase TV ads, radio ads and fund direct mail and phone bank campaigns.

**From:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Dear Steve,

You can count on me to do my part to help raise \$250,000 to help you to purchase TV ads, radio ads and fund direct mail and phone bank campaigns. I am rushing you my best contribution in the amount of:

- \$50       \$100       \$250  
 \$500       \$1,000       Other amount \$\_\_\_\_\_

Please write your contribution check to: **Steve Smith for State House.**

Your e-mail address \_\_\_\_\_  
(If you would like to receive breaking developments in the Any State State House race.)

<DISCLAIMER>

**Steve Smith for State House  
1234 Any Street  
Any Town, ST 12345**