

Client: Napoleon Hill Foundation

This email fundraising letter was written to promote a one-time gala in support of the Foundation and its work. The event had already been published to the website's front page and in the weekly e-zine; the email was meant to push passive readers to action. The results of this campaign were more than 50 seats and sponsorship tickets sold valued at \$500 each.

SUBJECT

Will you miss us when we're gone?

COPY

Dear NAME,

I know you're a fan of Napoleon Hill and his writing. You visit the Napoleon Hill Foundation website, and you enjoy the free Thought for the Day in your email. You've probably bought at least one or two books from our online shop via Amazon. Maybe you're considering becoming a Certified Leader of Dr. Hill's philosophy through the World Learning Center.

The question is, *how much will you miss us when we're gone?*

As a nonprofit educational foundation, our goal is to spread Dr. Hill's priceless Science of Success philosophy to as many people as possible. That's why our motto is, "Making the world a better place to live."

Unfortunately, "nonprofit" does not equal "without cost." Some of the work we do yields tangible returns, like book releases and sales. But much of what we do is charitable outreach with the only motive being making the world better.

As you may have heard, we are holding our 2016 Fundraising Gala later this month. I wanted to shed a little light on what fundraising means to the Foundation. Honestly, we're not very good at tooting our own horn – and frankly, being quiet benefactors is congruent with the Science of Success.

But it's crucial we ramp up this fundraising event to ensure all our good work continues.

If the thought of losing the Napoleon Hill Foundation and World Learning Center gives you a little pain in your heart, rest assured you're not alone. Even more painful, though, would be the loss to people you didn't even know we helped.

Let me show you what the Foundation does, both publicly and privately.

One of the most prolific divisions in the Foundation is our publishing group. If you've visited our website and online store, you know that:

- Several new titles are published every year in paperback, e-book, and audio formats

- Existing classic titles are kept in print to ensure the original works Napoleon Hill wrote are still available as the text he intended
- Digital and multimedia products complementing Dr. Hill's work are produced both to educate and to support the Foundation

Another vital part of the Foundation is our educational work, headquartered at the World Learning Center in Hammond, Indiana. Not only is the WLC responsible for many of our books, but Director Judy Williamson spearheads the three-phase Leader Certification program. Just a few of the educational programs include:

- Coordinating the tri-annual Online Distance Learning class for prospective leaders
- Conducting multi-day Leader Certification classes in locations around the world several times a year
- Hosting an annual free Open House at the World Learning Center
- Co-hosting the annual Napoleon Hill Day at the University of Virginia in Wise
- Advising international licensees of Napoleon Hill's works for spreading the Science of Success across the globe
- Writing and compiling the weekly e-zine, Napoleon Hill Yesterday and Today, which has published continuously for over 7 years

Obviously when the Foundation began, all our publications were on paper. Now our digital publishing efforts have increased exponentially with the rise of the Web and now social media:

- Our main website, naphill.org, sees nearly 100,000 visitors per month
- Our Facebook page, facebook.com/NapoleonHillFoundation, has more than 300,000 followers and our posts reach more than half a million readers every month
- Our Twitter, Instagram, and Pinterest accounts deliver fresh content nearly every day

Now here's what you've never seen, and some of our proudest achievements:

- We provide 20 partial scholarships every year for Napoleon Hill Scholars at the University of Virginia, selected through a competitive application process
- We deliver training and materials to inmates at prisons around the United States
- We provide materials and consulting to domestic violence programs and women's shelters
- We participate in charitable efforts with the Organo Cares organization connected with Organo Gold coffee

Plus we regularly field inquiries via phone and the website asking about specific aspects of Dr. Hill's works, how to use the philosophy in daily life, and how to become a success. Of course all this advice is provided free of charge – again, this is just part of making the world better.

You can see we stay busy. You might be surprised to learn we do all the above with a staff of less than 10, including a few regular freelancers. Our offices are donated space at two public universities that recognize the importance of Napoleon Hill's legacy.

Our overhead is low and we produce amazing results with what we have.

But in the words of John Glenn, from Tom Wolfe's book, *The Right Stuff*, "You know what makes these birds go up? *Funding* makes these birds go up. No bucks, no Buck Rogers."

We'd love you to join us at the Fundraising Gala on April 23, at Moonstone Manor in Hershey, Pennsylvania. We're having a black-tie candlelight dinner with addresses from two speakers, Don Green, Executive Director of the Foundation, and Dr. J. B. Hill, grandson of Napoleon Hill and a Foundation board member. You'll also enjoy mingling with and meeting other supporters who share your passion for success.

If you have the time, we also invite you to join us for a lunch seminar where you can learn more about how successful people are applying the Science of Success and what you can do to increase your own benefits from Dr. Hill's teaching.

I know not everyone can travel to Pennsylvania to attend in person. If that includes you, please support the fundraiser through Sponsor Tickets. You'll help give the Foundation a boost and also make it possible for another person to attend in your place.

Thank you for helping continue the Napoleon Hill Foundation's outreach to the world. We intend to be an eternal fountain of knowledge for today and future generations.

[Please click here now to purchase your tickets.](#)

Sincerely yours,

Judy Williamson

Director, NHF World Learning Center