



NAS Coaching Fundraising Template

We invite you to use the fundraising language below or edit it to make your own. If you're having trouble copying and pasting this text, [here's a link to download a word document](#) (Note: Clicking this link will initiate an immediate download).

Dear [Name],

I'm writing today with an opportunity to invest in the future of [Organization], and in my ability to create change as its [Title].

I am requesting your support to participate in a [3 or 5]-month cycle of coaching with [NAS](#). In the nearly 40 years since its founding, NAS has trained and supported more arts and culture leaders than any other organization in the field. After noticing that the sector lacked qualified and affordable coaches, and recognizing the invaluable contributions of coaching to other fields, NAS recruited a cohort of veteran arts and culture leaders, and rigorously trained and certified them in partnership with the [International Coaching Federation](#). Now, this first-ever cohort of coaches specializing in arts and culture are helping leaders like me to navigate the unprecedented challenges of this moment.

A [three or five]-month cycle of coaching with NAS includes [six or ten] one-on-one coaching sessions. In this time, we'll work on [insert shareable coaching goals].

So far, clients working with NAS Coaches have reported the following compelling outcomes:

- 94% Are more confident managing change
- 87% Feel less overwhelmed
- 84% Feel less isolated
- 90% Are very likely to recommend their NAS Coach to a friend or colleague

I believe that working with a coach will enable me to be a more effective leader of [Organization], and help us achieve our current goals of [insert goals].

NAS offers a sliding scale pricing model designed for equity and accessibility. At the access rate, a [three or five]-month package costs [\$1,200 or \$1,900]. I am asking for a donation in the amount of [\$X] to help cover this cost.

Thank you for your support of our organization, and of me personally as I continue to work on becoming the most impactful and effective leader I can be. Please feel free to contact me with any questions.

Sincerely,

[Name]