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 [Number of] 12-week cycle/s of coaching with NAS [insert hyperlink]. 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](https://coachingfederation.org/). 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 12-week cycle of coaching with NAS includes nine 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 has designed their coaching offering for affordability, charging substantially lower than market rates. Each 12 week cycle costs $975. I am asking for a donation in the amount of [$X] to cover the costs.

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]