

**Mailing sent to about  
30 fundraising leaders around the world.**

April 2007

An opportunity to help build the SOFII prototype

Dear XXXX

I am hoping the headline will intrigue you. But please, as a favour to me, read this to the end. Then decide for yourself. And please forgive the semi formal nature of this note; it's the best way to get the idea across quickly.

I'm sending this note to only a few dozen rare individuals. It is a mailing, ok, but it's not *en masse* and it's about something important that you and I both care about. I've chosen to send it to you because I think you have the capacity to spot potential where others might not, and the ability to do something about it.

This year is my thirtieth year as a fundraiser. Time to hang up my boots, I'm sure you'll agree.

But I still have one BIG IDEA as yet unrealised. I'd like to see a dream called SOFII become a practical reality. I can't think of anything that will have a more positive and profound effect on how good fundraisers everywhere might become than this.

SOFII stands for **The Showcase of Fundraising Innovation and Inspiration**. It's been imagined as a freely available, on-line showcase of the best fundraising practice from around the world. A short paper on what it will do, why and how, is attached.

It will do this, provided, of course, that it is given a wee shove in the right direction by the people who can make a difference. The Institute of Fundraising is backing the idea. So are many top fundraisers. I hope you will too.

For I need your help to get SOFII to the prototype stage. I want to get a live, working example on-line within the next few months, to convince those who hold the purse strings that this will be great value for money.

***Continued/...***

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What I want from you, though, is simple. I want **just one** example of **really great fundraising**. One case history of something exemplary. It can be famous or unsung, it can be simple or complex, it can be visual or purely verbal, it can be recent or from the distant past. It can be a really moving and effective letter, a direct mail campaign, a member-get-member initiative, a major donor pitch, a rare event, a great 'thank you' or 'welcome', a brilliant legacy promotion, a superb trust proposal, a crowd-stopping face-to-face script or...whatever.

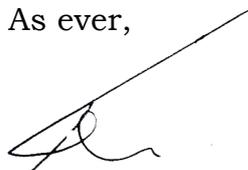
As long as it is genuinely exceptional and instructive fundraising (note the emphasis on 'instructive' rather than 'innovative'. And don't forget the second 'I' in SOFII, inspiration). Something your peers might look at and say 'I wish I'd done that.' Or 'I could copy that...' Or even 'Hey, I did do that...'

I know that you will have many such examples. You are welcome to send me more, up to five such examples if you like. Or in fact as many as you like. But I don't want to burden you too much, or to give you a credible reason to say no.

There's a simple form you need to fill in and send to accompany any examples. Just reply to this email saying, 'OK Ken, I'm up for this'. I'll send you an electronic copy by return. You then fill it in as fully as you can and let me have any supporting visuals, which I will copy and return if appropriate.

Thank you. If there's anything more you need to complete your response to this request, just let me know. Please consider this as an attempt to set a ball rolling. If you see other ways in which you can help get SOFII going, I know I need help so I'm open to all offers.

As ever,



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