

## **Letter Writing Campaign to family-Christmas etc. Local Businesses etc.**

Writing a letter is slowly becoming a lost art, but a well-written letter can have a big impact, and can be a great way to line up tour sponsors. You and your students can follow these four quick tips to draft your own custom sponsorship letter and raise more funds for your tour.

### **Tell Your Story**

Don't shy away from the details. In your letter make sure you take the time to share why educational travel is important to you. Explain to the recipients what it is you're most excited about and can't wait to experience. Describe why you believe this adventure will have a positive impact on your life and your future. Clearly illustrating what this will mean to you will make it easier for potential donors to understand why they should support your efforts and help sponsor your [student tour](#).

### **Know Your Audience**

The most impactful letters aren't one-size-fits-all. From friends and family to local businesses and community organizations, each letter should be customized to its recipient, and their relationship to you. Local businesses will want to know more about you and your background, while individual donors who already know you may easily and quickly understand why this experience is such a great opportunity for you. If possible, connect your travel plans to them personally. Has that individual shared a similar experience? Does your trip tie into the service or product of a local business?

### **Outline Your Tour Fundraising Strategy**

Share with the recipients your fundraising activities. Explain what else you and the group are doing to fundraise for your tour and cover its cost. Not only does this act as free advertising for future fundraisers, but it highlights the amount of work you are putting into this experience. This also helps clarify to recipients that you're not just looking for a hand out; it tells them that this experience is important and you're willing to work hard for it.

### **Make It Easy for Sponsors to Donate**

Choose a donation method, and make sure the process is easy and convenient for the recipients. One way of doing this is sharing the web address for your secure, personal donation page. You may also consider including multiple donation options in your letter, or tailoring choices to your audience. Additionally, make sure collecting donations is simple, and consider which method is manageable and easy to track. **Follow up with your sponsors after you return from tour; share your travel experiences, along with photos.**

**GO FUND ME**-Online Donation Page-create a page to fund your trip after you write the letters. You can do a Facebook campaign with your letter about why you are doing this trip, etc....

**Garage Sale**-Gather stuff from family and friends over the next few months. Write the letter and explain what you are looking for. There are a lot of people out there that have a couch or lamp, etc... that they would really LOVE to get rid of, if you will just come get it! Stock up all winter and have a garage sale in the Spring. Make a nice poster explaining your fund-raising activities and why etc...you are doing this for the garage sale. Some people will donate even if they don't buy anything!

**School athletic events**...We knew that football game concessions were off limits because they were already run by the booster club, but what about soccer and field hockey? No one was selling snacks at those games, and all it took was asking for permission from our principal. We have a small school, but many students and parents regularly come to the games.

### **What costs and resources were needed to make this fundraiser successful?**

An industrial strength snow cone machine was donated to us. Each student traveler also purchased one Costco-size bag of snacks and a case of water, so overall the costs were pretty low. As the weather got cooler, I broke out the griddle and we made grilled cheese. The football team would come over after their practice and watch the soccer games. They can eat quite a few grilled cheese sandwiches!