

How to turn 44¢ in \$1275: Writing your way to your program costs

Developing Your Fundraising Letter:

- 1.) Know your audience
- 2.) Explain the program
- 3.) Explain what participating in the program means to you
- 4.) Briefly explain the challenge posed by program fees
- 5.) Explain what else you are doing to raise money
- 6.) SPELLING AND GRAMMAR COUNT
- 7.) Say Thank You.

Developing your Contact List:

- 1.) Who is your community?
- 2.) Who are your elected officials?
- 3.) Don't forget your family – near and far
- 4.) Learn how to properly format and address a business letter

The Thank-You Note:

- 1.) **Don't bother taking on this project if you aren't going to write a solid, heartfelt thank-you note and send it in a timely manner.**
- 2.) Thank you notes MUST be sent no more than one week after you receive a gift of funding
- 3.) Thank you note should be heartfelt, sincere, and give a concrete example of what the funds will be used for.
- 4.) Handwrite it. Write neatly. Spell correctly. Write a draft first.

The Follow-up:

- 1.) Contact is essential to maintaining your network
- 2.) Send a follow-up thank you after each conference, especially after Sacramento.
- 3.) Include a photo
- 4.) Explain what you have learned from your participation and how you will use that knowledge.
- 5.) Craft this and all communication with the specific recipient in mind.

Next Steps:

- 1.) Draft your "ask"
- 2.) Ask someone to proofread it
- 3.) Email it to Christiana for review
- 4.) Mail it ASAP
- 5.) Keep a list of the people you contact and the date on which you contact them
- 6.) Record your results
- 7.) Send a copy of your records to Christiana
- 8.) SEND THANK YOU NOTES (see above)