



STANDARD OPS – FUNDRAISING LETTERS

1. Using an Excel database compile a list of contacts (family, friends, parents of friends, long-lost relatives, teachers, etc.). Beyond just fundraising the letter serves the purpose of introducing people to the organization and giving them a personal connection to it. So even if you don't think they'll donate, add them to the list. Facebook is a great source for thinking of names of friends and family to contact
2. Use www.whitepages.com to help you find addresses or check with anyone you think might know.
3. Add their info to your letter and print it (feel free to personalize the letters or make changes).
4. Write your letter and have someone edit before printing. Sign your letters and add personal touches wherever possible (especially on the envelope).
5. Handwrite the recipient's address on the envelopes.
6. In the envelope include...
 - Your letter
 - Return envelope
 - Borgen Project info
7. Turn in a list of everyone you mailed it to, so you we can notify you when your contacts make a donation. We don't need their contact info just names. The Borgen Project sends an official Thank you letter with IRS Tax-Deduction receipt and you'll send a personal Thank you.
8. 3-4 days later do an informal call to see if they received the letter and if they have any questions (This is optional but will greatly increase the amount you raise).

Rule #1 of Fundraising: People don't give unless they're "asked."

Even with a high-traffic website and national excitement surrounding the cause, we rarely receive unsolicited donations. These letters are important for "making the ask."

My Fundraising Campaign

Total Raised

Goal:

Result:

Number of Donors

Goal:

Result:

Number of Letters Sent

Goal:

Result:

Numbers I Need to Hit to Reach My Goal

Example below

5: \$25 donors

5: \$50 donors

2: \$100 donors

1: \$250 donor

CHECK LIST

- [] Compiled contact list of friends, family and acquaintances to send letters to.
- [] Wrote Letter.
- [] Had someone edit letter and give feedback.
- [] Left letters to be mailed.

FUNDRAISING TIPS:

- *Double your impact by recruiting a “Whale.” Engage someone in your fundraising campaign and ask them to match whatever you raise.*
- *Scan your Facebook, email address book, etc. for ideas on who to contact.*
- *Plan a large-scale fundraising campaign. Utilize [crowdrise.com](http://www.crowdrise.com) to create your own profile and fundraising campaign (<http://www.crowdrise.com/borgenprojectdonate>). Promote your campaign in Facebook newsfeeds and spend a week building buzz for it.*
- *Have a goal and communicate your goal (ie. I want to raise \$1,200 for The Borgen Project’s Clean Water Initiatives).*

EXAMPLE LETTER ON NEXT PAGE

THE BORGEN PROJECT



Date

Name

Address

City State Zip

Hi George!

If you haven't discovered The Borgen Project yet, I highly encourage you to spend time at www.borgenproject.org. I am interning at the innovative, poverty-reduction campaign's headquarters in Downtown Seattle and it has been an amazing experience and one I hope to include you in.

I am currently participating in a friendly competition with my fellow volunteers at The Borgen Project to see whose "tribe" can raise the most money for The Borgen Project's Newborn, Child and Mother Survival initiative. Our tribes are defined as the important people in our lives, whether a childhood friend, a favorite relative or a kind-hearted co-worker. Tribes are the people who matter to us and it goes without saying that I consider you a part of my tribe.

Now for the fun stuff! I am reaching out to you and the rest of my tribe this week, in the hope that you can help me reach my goal of beating my fellow volunteers and raising at least \$1,200 for the world's poor.

Today, I ask for you to join me as soon as possible in one or both ways:

1. Donate. It's quick and simple. You can either cut a check or donate at www.borgenproject.org. To achieve my goal of raising \$1,200 I'm going to need:
 - 8 people donating \$25.
 - 4 people needed donating \$100.
 - 2 people needed donating \$25
2. Mobilize your Tribe. I really want to multiply my impact and it's going to take all hands on deck to succeed. Even if you just reach out to a few people and find two individuals to contribute at any of the levels mentioned above, that would help me reach my goal.

Anything you can do to donate under one of those levels or higher and mobilize members of "The Smith Tribe" to do likewise would be great!

Sincerely,

Your Name Here