

SC Crew Fundraising Letter Campaign

Dear Parents & Rowers:

The fundraising letter campaign has the potential to raise several hundred dollars towards your rower's fundraising commitment. In previous years, some rowers have raised their entire commitment through letter-writing. Participation is voluntary, but you are urged to consider the benefits of sending letters to your friends and family. All money raised by the campaign will be credited towards each rower's fundraising commitment.

We hope that all SC Crew families will participate. If you opt to use email for your campaign, please ensure that you somehow include the donation form. Rowers have had success with both email and postal mail campaigns. For all campaigns, please follow the relevant steps below.

1. **Donation Request Letters:** We have provided an example request letter. Rowers are encouraged to personalize their letters to any extent they like. Some rowers have included photographs from previous season, copies of their Varsity achievement certificates, copies of their Honor Roll certificates, or details about their plans for college and how the SC Crew experience fits into their goals. Other rowers have shared details like the race times of their boat last season.
2. **Suggested contacts:** Friends, neighbors and relatives, i.e., grandparents, aunts, uncles, etc.
3. **Name and Address Form:** If you choose to personalize the request letter, please ensure that the portion of the letter which is returned includes the rower's name and the name and address of the donator. This will ensure that a personalized thank you note and receipt for tax purposes is sent to each donor. This will also ensure that the correct rower will receive credit for donations received.
4. **Envelopes:** Please use your own return address on the envelopes containing the campaign letters so that any letters which you send out but are "undeliverable" will be returned to you.
5. **Donation Envelopes:** We strongly encourage you to enclose a self-addressed stamped envelope with every campaign letter you send as it dramatically increases the response rate. You can use a standard envelope and fold it to fit, or use different size envelopes. Please stamp these envelopes and use the SC Crew address given below for both the return address and mail-to address to ensure proper delivery, timely acknowledgement, and to preserve the tax-deductible nature of the donation.

Donations should be sent to:

SC Crew, 8302 Ivy Green Rd., Fairfax Station, VA 22039

Thank you in advance for your participation. Your support is vital in helping us establish a quality program!

If there are any questions, please contact your Fundraising chairperson.

Update: Dec 2007