



Sport Club Letter Campaign Template

What is a letter campaign?

A written appeal to your friends and family members can bring in new donations, recurring donations, and most importantly, it can help everyone better understand why your fundraising cause is important to you.

A letter campaign is a great way for clubs to collect donations to help pay for club expenses, trips, equipment, etc. Friends and family will understand why you need to fundraise for your club, as well as give them information on how they can donate.

When should your club do a letter campaign?

We recommend that you do at least one letter campaign every academic year. Starting your letter campaign in the fall allows you to start fundraising early before any big trips or competitions in the spring. However, if you wanted to go above and beyond you could do one campaign each semester.

Questions or need assistance?

Do you have questions about starting a letter campaign or need some extra assistance? Let Josh or Jackie know!

[Email Josh](mailto:joshms@csus.edu) (joshms@csus.edu)

[Email Jackie](mailto:jaclynpulat@csus.edu) (jaclynpulat@csus.edu)

Steps for a letter campaign via mail:

Physically mailing letters to friends and family is a great way to get their attention and possibly bring in donations. Below is an example of the steps you should take when setting up a letter campaign via ole fashion snail mail.

1. Determine your club's fundraising goals and what you wish to achieve with this letter
2. Edit the template letter on page 5 to meet your club's needs and print as many as needed. The more specific you are in your letter; the more likely people will make a financial contribution. Don't be afraid to be creative with the design/look of your letter
3. Have members collect names and addresses to send letters to. These can be family members, family friends, former coaches, alumni, etc. Tip: Try requiring each member to bring in a certain member to increase the number of opportunities for a donation.
4. Buy envelopes, stamps, and any other supplies you need. Tip: You can also get address labels so you can easily print return addresses versus handwriting them all.
5. Pre-address and stamp return envelopes to be delivered to your club mailbox (Find your mailbox page 6) If you cannot afford to purchase stamps for both the letter and the return envelope, still try to include a pre-addressed return envelope so all the donor has to do is add a stamp.
6. Order/Print club photos (Or put the photo on the letter like in the example template.)
7. Have members write personalized notes for every person whose address they collected. This can be as simple as putting "thanks for all your help" with a signature or can be something more personalized to that specific person.
8. Put together envelopes and be sure to include all necessary pieces
 - a. Letter
 - b. Personal Message (optional)
 - c. Pre-Addressed and Stamped Return Envelope (optional)
 - d. Team Photo (optional)
 - e. Etc.
9. Mail all the letters
10. Create thank you letters to mail to everyone who donated (Template on Page 8) Tip: Have every member sign the thank you letters for a personal touch.
11. Send out the thank you letters as soon as you receive a donation

Some extra tips:

- You can get a book of stamps from the ASI Student Services window on the 3rd floor of the University Union
- Consider purchasing printable labels to easily print return addresses to put on envelopes without having to handwrite the address each time

Steps for a letter campaign via email:

Emailing letters to friends and family is a faster & easier way to send out fundraising letters but may get less attention than a handwritten letter might. Below is an example of the steps you should take when setting up a letter campaign via email

1. Determine your club's fundraising goals and what you wish to achieve with this letter
2. Determine if you want the letter to be in the body of the email you send, or if you want to have the body of the email be a personal message from the club members and have the fundraising letter attached to the email as a PDF.
3. Edit the template letter on page 6 to meet your club's needs and save based on your decision to step #2
4. Have members collect names and email addresses to send letters to. These can be family members, family friends, former coaches, alumni, etc. Try requiring each member to bring in a certain member to increase the number of opportunities for a donation.
5. Put together a template email and be sure to include all necessary pieces
 - a. Letter
 - b. Personal Message (optional)
 - c. Team Photo (optional)
 - d. Etc.
6. Send all of the emails. Consider having each member email their contacts to be more personal.
7. Create thank you letters to mail to everyone who donated (Template on Page 6) Have every member sign thank you letter for a personal touch
8. Send out the thank you letters as soon as you receive a donation

Take it a step further:

- Have an engaged social media following? Post about your fundraising campaign on your social media to reach possible donors through multiple platforms.
- Sending out a large number of emails? Consider using a mail merge with personalized fields to email a large number of people at once while still making sure the emails are personalized and considerate.
- Want to be extra creative and create strong relationships with possible donors? Consider creating an email marketing campaign (through a system like MailChimp) where you can send email newsletters to friends, family, alumni etc. This allows you to not only email them about fundraising but also keep them in the loop with how your season is going which may increase the likelihood that they donate.

How can people make a contribution?

Contributions can be made by check and online, please see below for instructions to include in your letter!

Donate by Check

To make a contribution by check, [please include your gift in the pre-addressed and stamped envelope included with this letter, and send it over to us!]

Please make checks payable to “[Sport Club Name] Club at Sac State”. If you would like your money to support a specific member, please let us know!

Mailing Address:

California State University, Sacramento
[Sport Club Name] Club at Sac State, Box #[###]
6000 J St
Sacramento, CA 95819-6009

Donation by check are not tax-deductible

Donate Online

1. To make a contribution online, please log on to <http://www.csus.edu/give> and follow the steps below!
2. Visit <http://www.csus.edu/give>
3. Click on the “Make A Gift” button or the “Give Today” button, this will bring you to the donations page where you can choose which program you will like to contribute too.
4. Under Designations, click on “View all Giving Opportunities”
5. Search for “Clubs & Organizations” in the designation window search bar.
6. Select “Clubs & Organizations” and click continue
7. Fill out all of the required donor information
8. Under “Gift Instructions” in the “Additional Options” section, please place “[Sport Club Name] Club” so that SO&L knows where to designate the money to.
 - a. If you would like your donation to support a specific member, please include this information in the in the “Gift Instructions” box as well.

Donations using this online method are tax-deductible. Please note there is a 3% administrative fee taken by University Advancement from all donations.

Template Letter

[Organization Name] club at Sac State
6000 J Street Mailbox # _____
Sacramento, CA 95819-6009
[Organization Contact email or Phone Number]
[Organization's Website *Recommend the sport club website*]

Dear [Name of Recipient],

[Start with an introduction to your cause or goal by using stories and facts to connect with the recipient emotionally. EX: This could be about what your club is and how you benefit the members of your club and the community. Or how the donors' money could help benefit the program and the student's lives. Also, include some stats about how well your team may be doing this year and some of your accomplishments.]

[List the specific goal and purpose of this fundraiser. EX: Go to nationals, purchase new uniforms, be able to fund a scholarship fund, etc.]

[Make a specific request of the recipient – how do you want them to react to this letter. Make sure to specific if you are looking for time, items or money and how much.]

[Include details on how they should act. How do you want them to contribute? Provide them with all of the information needed to follow through with this action. EX: Please use the included pre-address and stamped envelope to send in your financial support. If you are mailing a check, please make all checks out to the "[club name] at SacState"]

[Thank the individual for their help in reaching your goals. Thank them in advance for their contribution.]

[Sign off]

[Sacramento State [sport Club]

[Have member who is personalizing the letter sign their name, or have every member in your club sign, or whoever is in charge of fundraiser, etc.]

[Optional extra note or information. EX:

P.S. Please check out our club's social media/website and follow us to keep up with our club and our successes throughout the year]

Use the link below to access an example letter.

[Example letter](https://www.canva.com/design/DAEwH_CBAOw/hAHO7V8RuduLV9b3Gt_Utg/view?utm_content=DAEwH_CBAOw&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink)

(https://www.canva.com/design/DAEwH_CBAOw/hAHO7V8RuduLV9b3Gt_Utg/view?utm_content=DAEwH_CBAOw&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink)

What should you do after you have received a financial contribution?

- Deposit check/cash into ASI Bank Account (within 48 hours of receiving funds)
- Send a personalized thank-you note (template below)

Mailbox Numbers

All clubs have the same mailing address, the only thing that is different is the mailbox #.

Club	Mailbox Number
Baseball	106
Bass Fishing	73
Esports	246
Men's Rugby	157
Men's Soccer	249
Men's Volleyball	128
Rock Climbing	179
Rowing	48
Ski and Snowboard	248
Softball	313
Tennis	239
Wakeboard	189
Women's Rugby	214
Women's Soccer	265
Women's Volleyball	129
Wrestling	103

Thank You Note

A good thank you letter is heartfelt and personal. Below is a basic template, but we encourage that you add details and personalization to create a better connection with the donor that could lead to future donations and support.

Template:

Dear [First Name],

Thank you so much for contributing to the Sacramento State [insert sport] Club! Thanks to your financial support, our club is one step closer to reaching our goal of [insert goal] [Optional description of directly where the donor's money went to. Ex: paying for uniforms, a plane flight, insurance fees, etc.]

[Insert a personalized note]

Thank you so much for your support!
Sacramento State [insert sport] Club

[Have all members sign below for a more personal touch]