Donor Letter Instructions

Follow the directions below before sending out your Patriot Project donor letters and links. Enclosed in your packet are the <u>minimum</u> number of letters required for those only using the mailing option. We encourage the use of our online donation option but be sure to use what you think would be the best for your potential donor. If you wish to send extra letters for incentives, please visit the Patriot Project website to print additional copies or utilize the online donation link. The more links/letters sent out, the better!

The deadline to turn in donor letters for the school to bulk mail and online T-shirt order forms is **Wednesday, September 4th**. (Keep hand delivering letters and sending links though)
Sponsor level donations of $500 or more are due **Friday, September 27th**.
All other donations are due **Friday, October 18th**.

- <u>ONLY ONE STUDENT NAME PER LETTER</u>
- Families with 1 student – complete a minimum of <u>15 donor letters/links</u> + 5 extra letters/links for max incentives.
- Families with 2 or more students – complete a family minimum of <u>30 donor letters/links</u> divided between students + 5 extra donation letters/links per student for max incentives.
- Elementary & Secondary students who turn in the minimum required letters by the due date will receive a FREE TARDY!!
- <u>Elementary students</u> turning in (5) additional letters by the due date will receive a 2nd FREE TARDY!
- <u>Secondary students</u> turning in (5) additional letters will receive a NO DRESS-UP CHAPEL PASS on Patriot Project chapel day.
- Students are encouraged to send out as many letters/online links as possible.
- Be sure to include yourself as one of the donor letters!!

How do I get started?
1. <u>Create a list</u> of family, friends, neighbors, church family, parents' co-workers, and anyone else who may be interested in being a donor. Determine who it would be best to send a letter or donation link to.

2. <u>Include business owners</u> on your list.
   a. Be sure to point out our sponsor level incentives located on the back of the donor letter.
   b. Businesses donating at the $500+ sponsor levels must meet the deadline of <u>Friday, September 27th to be included</u> on marketing materials. Business sponsorships are accepted past this deadline, but they will not be included on marketing material.

3. <u>Personalize</u> each enclosed letter:
   a. Write your donor's name at the top.
   b. *Students need to sign the letter and can write a brief note on the letter if they wish.* However, **DO NOT INCLUDE ANY OTHER LETTERS or PAPERS IN THE**

ENVELOPE. *Letters are bulk mailed to save on postage. Any additional weight can cause the entire batch to be sent back.*

c. On the bottom portion of your letter (the part your donor will return)
   i. **PRINT your donor's NAME, EMAIL, MAILING ADDRESS, CITY, STATE and ZIP CODE.** Address labels are allowed, so you do not have to handwrite all of these.
   ii. **Fill out student's first and last name AND their grade.** This is how students receive credit for letters when they are returned with a donation. *AGAIN, ONLY ONE STUDENT NAME PER LETTER!*
   iii. **Organization Codes**: *Please take time to select and enter an organization code on each letter you mail.* Organizations will receive a % of funds from donor forms that are returned with its code entered. Please put **ONLY ONE** organization code per letter. You can, however, choose different codes for different letters.

Code	Organization	Code	Organization
ART	Art	**EM**	Elementary Music
ATH	Athletics*	**LIB**	Library
BAN	Band	**SC**	Student Council
CHR	Choir	**STM**	STEM**
DRA	Drama	**YB**	Yearbook
ELM	Elementary		

* ATH – All sports including cheerleading   ** STEM – Science, Technology, Engineering, & Mathematics

4. Put your completed letter in the envelope provided and <u>SEAL the envelope</u>. *Remember no extra letters or papers in the envelope.*

5. <u>ADDRESS the envelope</u> with your donor's name and address. You may use address labels. You can also write in your family's last name on the line above the return address area to make it look more personalized and less like junk mail.

6. Bundle letters together <u>by student</u> and place a completed **orange-colored Donor Letter/Link Count** slip, included in this packet, on the top of each student's bundle. (This is how we give students credit for turning letters in by the deadline of **Wednesday, September 4th**.)

7. Order your students and volunteer T-shirts. This MUST be done on desktop, not the app.
   • Go to southwestcovenant.com > Resources > Family Portal >Webforms >Patriot Project to order T-shirt.

Scan the QR code or visit the Patriot Project page at **www.southwestcovenant.com** *for FAQs, Tips & Tricks, additional donor letter copies, incentives for 8th grade, Juniors & Seniors and more.*

For questions, please contact Shayna Peffer at patriotproject@southwestcovenant.com.

Patriot Project