Tips for Writing a Personal Appeal Letter

HOW CAN PEOPLE SUPPORT YOU AS YOU COMMIT TO THIS EXPERIENCE?
1. They can keep you in their thoughts and prayers as you prepare and travel on your immersion experience.
2. They can offer financial assistance to support you and the entire group.
3. They can offer their time and interest after the immersion so that you can share your experience with them.

TO WHOM CAN YOU WRITE LETTERS?
- Family and Relatives
- Friends of your Family
- Former teachers and other school staff, coaches
- Church Leaders (pastors, youth ministers, etc.)
- Coworkers of your parents
- Former or current employers
- Friends here at NDC
- Who else?

WHAT INFORMATION SHOULD THE LETTER INCLUDE?
1. Background information about where you will be going and with whom you will be working (you can use the trip descriptions on the Campus Ministry web page to help you).
2. Why you have chosen to become involved with this trip.
3. How you would like the recipient of the letter to be involved (prayer, financial, and emotional support).
4. How much money you need to raise for the trip (it is important for them to understand how much effort you are putting into going on this trip).
5. Refer them to the donation slip and pre-addressed envelope in which they can send their donation.
6. You can mention that many employers will offer “matching gifts” that will double the value of the donation of their employees.

WHAT SHOULD I INCLUDE WITH THE LETTER?
- Be sure to PERSONALIZE YOUR LETTER AS MUCH AS POSSIBLE. It is fine to create a letter that begins “Dear Friends….” but be sure to write a personal note that shows that you care about the individual and appreciate the time they took to read the letter.
- A RETURN ENVELOPE (NDC Development Office envelope) - so that all donations will be sent to NDC’s Development Office.
- The DONATION SLIP - so that the donor knows the donation is tax-deductible and who the check should be made out to (“Notre Dame College”).
- Also, HAND ADDRESSING THE ENVELOPES that you send the letters will increase the chances that the recipient opens and reads the letter.

IF YOU FOLLOW ALL OF THESE STEPS AND SUGGESTIONS THIS FUNDRAISING METHOD IS GOING TO WORK FOR YOU!
Dear Grandma,

I am writing this letter in the midst of wrapping up my Fall Semester at Notre Dame. I have been offered an incredible opportunity, coming up in May, that I would love to share with you.

After spring semester, I will join other Notre Dame students, faculty and staff on a pilgrimage. I will travel with ten other students to a small town in Guatemala named San Juan.

During the week, we will provide service to a small school named "Nuevo Amanecer" (New Dawn). We may be teaching in the classrooms or offering special activities for the students. We also hope to meet with teachers and the principal to learn about the educational system in Guatemala and their unique challenges. In the afternoons we will offer fun activities for neighborhood children in an effort to get to know people in the community and understand their lifestyle. We will also arrange visits with the youth group at the local church, neighborhood agencies, government officials, weaver cooperatives, coffee producers, and others.

This experience, while educational, will be rooted in service and community. As a student at Catholic University, I am excited to embrace our mission of being educated "for personal, professional and global responsibility." I will spend the next semester in reflective discernment and active preparation for this experience.

I am writing to share my experience with you and to ask for your support. The trip will challenge our group to create a community that will be capable of initiating change here on campus and in our world. I ask that you support our efforts in your thoughts and prayers. I will be excited to share my experiences with you when I return.

We are also expected to fundraise $1,800 for the trip. I am investing my own money in this endeavor but we are asked to find sponsors to support us both by prayer and financial means. I hope you will remember us in your prayers and if you are able to send your financial support you will find a pre-addressed envelope and a donation slip.

Thank you for your continued support and being part of my life!

Love,

Christine

P.S. I can't wait to see you at Christmas!