

ASK FOR IT!

Ask and it will be given you. **S**eek and you will find. **K**nock and it will be opened unto you.

Luke 11: 9

*This newsletter is dedicated to the sharing of ideas and strategies for the funding and marketing of Lutheran Schools.
Lutheran Schools Development Center – Robert Rogalski, President*

Writing For Dollars

(First of a four part series)

PART 1 – The Appeal Letter

Check List for a Winning Fund Raising Letter

Best Advice: Make it as personal as possible. Gifts will multiply if the reader senses a 1:1 relationship. Any connection with a computer generated form letter will hurt your efforts.

Salutation: Never have an open greeting in the plural (Dear Parents or Dear Friends). Begin with the impression it's written to one person (Dear Parent) not a group. Starting with "Good Afternoon" is better than "Dear Friend." The best salutation is using their name but that's difficult when writing to the masses. If you can merge your mailing list with a personal inside address you will hit a home run with readership.

Lead: Does it create an immediate interest? Use story-telling, news item, testimonial to introduce your "concern." If you have a good story in the body of the letter move it up towards the beginning. Catch their interest right away, don't bury it because they may never get that far.

Writing Style: Is it easy to read, friendly and personal? Write in the active voice, using active verbs. Instead of "He was hit by the car," write "The car hit him." Don't use jargon, long sentences or complex paragraphs. No paragraph should be over seven lines. Use the word "you" as often as possible. Statistics don't motivate. Examples and people do.

Length: What is a long letter? The length doesn't determine readership. If they are interested they will read a 2, 3 or longer letter. Make your letter long enough to state your case and no

longer. When the letter drags, stop. Sometimes a one page letter is too long because it's not interesting.

Last Paragraph: Call to action paragraph. Tell the reader what to do. Convey a sense of urgency: "Please take time now while it's on your mind to send your gift by using the enclosed envelope."

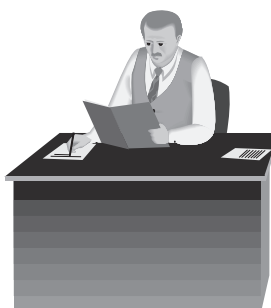
Segment: Don't consider your readership as one big group. The more you separate your readership the more personal it becomes. If you're writing to alumni start with Dear Alumni and use your lead directed at them. The basic letter is 90% the same with the exception of the salutation and lead.

Format: Remember be personal. Don't use a formal block paragraph approach. Indenting all paragraphs and a ragged right is more readable and more personal than a flush right.

Photo: Using a photo of a child is dynamite. A good large close-up of a child supports the old saying, "a photo is worth 1,000 words." When using a photo get it printed instead of copied in the office, it's well worth the price. Quality is the key.

PS: After the salutation it's the second most important part of the letter. (The reader looks to the end to see who wrote it) PS stands for Power Statement. This is good place to write a hand written note. Start with the word remember: "Remember I need your help" - "Remember to send your gift in the enclosed envelope by January 10." – "Remember Thrivent matches gifts."

SO, THEY WANT MONEY!
WELL, THEY'RE BRIEF,
CLEAR AND LOGICAL. HECK,
YES! LET'S GIVE 'EM A BUNDLE!



Welcome to the CAP Program

Coaching
Administrators
and Principals!



Through CAP schools will increase enrollment, establish financial security and discover a new source of income through the Annual Fund.

As an educational leader you are invited to browse the many strategies and techniques we have to offer. You will move to the next level by establishing a personal "coaching" relationship with CAP.

- Twelve (12) months of professional personal contact with the Development Center "coach" through a 45-minute monthly telephone conversation
- Examples of successful materials used by other schools

Advantages of CAP

Cost – No travel cost or conference fees.

Time – Saving time for the harried, hassled, and hurried administrator is a major goal. You receive professional expertise while sitting in your office or at home.



Experience – You will benefit through my insight, know-how, experience and knowledge.

Materials – You are invited to CASE all my materials (Copy And Steal Everything) in each subscribed unit.

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Photo: January Marketing Seminar for Detroit suburban area schools.

Sample Appeal Letter Supporting Tuition Assistance

March, 2005

*On the way to school this morning, I just thanked
God for being able to go to this school!*

Can you imagine a second grader saying that to her principal? I shall never forget little Megan's innocent and sincere appreciation. It reminds me of the heartfelt gratitude that all of us - staff, parents, students, alumni, grandparents, church members - feel for Trinity Lutheran School. Our school is a powerful extension of our ministry here at Trinity Lutheran Church.

In writing this letter asking you to consider financially supporting our school, my first thought was to tell you our children really, really care for one another. They have a deep level of compassion for each other that I have always felt in my years here at Trinity.

The most important reason for you to support our school is to educate our young people in the Christian values, principles and the teachings of Jesus Christ. That is Trinity's core work and core mission each and every day.

Knowledge will come and go, but our Christian beliefs and ideals will endure for eternity. We need young people whose highest goal is serving others (*Matthew 20:27.*) We need young people full of compassion. We need children who are lifelong learners, learning the things that really matter - an eternal perspective, ethics, compassion, relationship to God and prayer.

Your gift allows us to offer scholarships to families who otherwise would not be able to send their children here. When it comes to tuition, already about three-quarters of our school families are paying all they can afford. Yet to increase salaries and expand our educational program, increases in tuition are necessary for 2005 / 2006 school year.

So as God leads you, whether a scholarship gift is \$100 or even a \$1000, or any amount, we are grateful for your help for making it possible to train up more young people "in the way they should go." The values and principles imparted here will make our church, our community, our nation, and our world, a far better place.

Sincerely,

PS - Remember, contact your employer or Thrivent for a matching gift.

