

# Tips for Writing a Personal Appeal Letter

## HOW CAN PEOPLE SUPPORT YOU AS YOU COMMIT TO THIS EXPERIENCE?

1. Prayers for your travels and experience while on the immersion experience.
2. Monetary donations to help fund the experience.
3. Interest and time upon your return (you'll want a captive audience with whom you can share your experience).

## TO WHOM CAN YOU WRITE LETTERS?

- Family relatives
- Friends of your family
- Former teachers and other school staff
- Church leaders (pastors, youth ministers, etc.)
- Former or current employers
- Friends here at JCU
- 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 brief descriptions on the Campus Ministry web page to help you).
2. Why you have chosen to become involved with this trip.
3. 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).
4. How you would like the recipient of the letter to be involved (prayer, financial and emotional support).
5. You may mention that many companies will match financial gifts donated by their employees.
6. Refer them to the card (included with your fundraising packet) that is also in the envelope and the pre-addressed envelope they can send their donation back in.

## WHAT SHOULD I INCLUDE WITH THE LETTER?

- A RETURN ENVELOPE "JCU ADVANCEMENT" Envelope - so that any donation is sent to JCU's Advancement Office
- The DONATION CARD - so that the donor knows the donation is tax-deductible and who the check should be made out to ("John Carroll University"). Be sure to write your trip name on the blank lines of the card.
- Be sure to PERSONALIZE THE 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.
- Also, HAND ADDRESSING THE ENVELOPES that you send the letters will increase the chances that the recipient opens and reads the letter.