

Letters and Contact Trackers

Letters, emails, and personal asks are ALWAYS the most effective fundraising method. Your letter is your opportunity to tell as many people as possible about your campaign – take advantage of it!

DEADLINE: Friday, December 13th at 5 PM

Contact Trackers

How many people should I put on my contact tracker?

You must include a MINIMUM of 50 addresses on your contact tracker. There is no maximum limit – take advantage of this! However, you also want to be intentional: although it can be fun to think of big companies and track down their addresses, this ultimately just wastes time when you could be working on addresses for actual potential donors.

How do I fill out my contact tracker?

Here is a tutorial: <https://www.soyatl.com/faq-s-and-how-to-s>

1. Enter the first and last name of the recipient. This will be who the envelope is addressed to.
 - a. If you are sending a letter to multiple people, such as to the Smith family, write “The Smith Family” in either the first or last name box.
 - b. If you are not using the optional fields, this is what will go on the front of the envelope.
2. The entire (number and road) street address goes in the first address column. If you are sending it to somewhere where multiple people work or live, such as a business suite or apartment complex, write the suite/apartment number in the Address Line 2 column.
3. Enter the city, state, zip code, and country of the recipient.
 - a. Abbreviate states. Please do not spell out states in the spreadsheets.
 - b. Do not drag & drop return mailing address on contact list so street address reads in numerical order (ex: 123 Main Street, 124 Main Street, 125 Main Street, etc.), instead, copy/paste data from first line into corresponding lines and columns.
 - c. Check that all zip codes are five digits. If you have addresses showing up as four digits, check to see if the contact is in an east coast state (CT, ME, MA, VT). If so, highlight zip code column and right click. Select “Format Cells” and in the “Number” tab, select “Special” option and save. Add a “0” to the beginning of the zip codes with 4 numbers.
4. Optional customizable fields: see below.
5. Enter your return address for envelopes with donations.

If a contact on your tracker is missing any of the above information, the address will be deleted and that individual will NOT receive a letter.

What are the optional customizable fields?

These fields allow you to make the letter customized to each person who receives it through a mail merge. In the first example below, a team has chosen to include a customized salutation, closing, and



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closing name. You indicate what you would like customized by including the column title and two arrows. On the tracker, you would fill in each of the columns depending on how you would like the letter to appear.

Customized

Dear Aunt Chris & Uncle Craig,

Love,

██████████ and the entire Spartans Spearing Sickness Team

Fields

Dear <<Salutation - Name>>,

Blood cancers are the ;

We appreciate your contribution to "LLS Lions".

<<Closing>>,

Tracker

Salutation	Salutation - Name	Envelope Name	Closing	Closing - Name
Dear/Hi/Hello	Name used inside letter	Name used on envelope	Love/From/Sincerely	Name used inside letter
Dear	Uncle Jonathan, Aunt Ginger	Jonathan and Ginger ██████████	Love and miss you,	Kendall
Dear	Uncle Kevin and Aunt Amy	Dr. Kevin and Amy ██████████	Love	Kendall
Dear	Grandpa and Grandma	Bob and Peggy ██████████	Love	Kendall
Dear	Uncle Mike and Aunt Grace	Mike and Mary Grace ██████████	Love	Kendall
Dear	Mr. and Mrs. Norton	Billy and Lindy ██████████	Sincerely	Kendall ██████████
Dear	Mr. and Mrs. Drenzo	Tony and Shirley ██████████	Sincerely	Kendall ██████████

What happens if I don't use the optional customizable fields?

As shown in the example below, we suggest starting your letter with a greeting such as "Dear Friends and Family." We also recommend including the names of your parents or guardians in the closing – since you will be reaching out to many of their contacts and some may not know you, it will help to have a recognizable name on the letter.



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Generic

Dear Friends and Family,

This year we, Katherine [REDACTED]

Sincerely,

Katherine [REDACTED] (Daughter of Scott & Allison [REDACTED])
Bradley [REDACTED] (Daughter of Eric & Ashley [REDACTED])

Should I use the optional fields?

Ultimately, that is up to you. However, we encourage you to NOT use the optional fields. Here's why: You cannot customize only a portion of your letters. If you choose to personalize it for ANY of your contacts, you must also personalize it for ALL of your contacts. This will take an extensive amount of time. Filling out the contact tracker can be difficult, and your priority should be including as many recipients as possible – the more people that see your letter, the more opportunities for donations.

Also, we have NOT seen a difference in the amount raised between teams that do or do not customize their letters.

Letters

How do I write my letter?

We have many, many templates and examples available on our [website](http://soyatl.com) (soyatl.com) and in the [Communication Library](#). Also, check out some of the candidate templates – these can be easily altered for team members.

It is crucial to include your “WHY” in your letter. You want your donors to understand your passion and commitment to this cause, and you want them to know why it deserves their support. Also, include your goal. This shows that you are reaching big, and it excites donors to know that they're helping you achieve something huge!

You should include a photo of yourself to give a face to your campaign. It can also be powerful to include a photo connected to your Why. For example, if your grandmother is a cancer survivor, include a photo of the two of you together. Or, add a photo of our Honored Hero and share his story.

LLS Staff will put in your personalized fundraising link, as well as a QR code that goes directly to your page.

Who should I send my letter to?

EVERYONE! Some great ways to find recipients includes:

- Neighborhood or school directory
- Christmas/Holiday card list
- Parents' friends, coworkers, and former classmates



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- Anyone who is connected to your WHY

Everything Else

How do I submit my letter and contact tracker?

The deadline for submissions is **Friday, December 13th at 5 PM**. We will not accept any letters or trackers after this point. If you finish early, even better! All team member letters and trackers should be submitted [HERE](#).

What do I do if I have questions?

- Email Sofia Gonzalo at sofia.gonzalo@lls.org or Suzanne Hamilton at suzanne.hamilton@lls.org.
- Attend Office Hours on November 18th or 20th. Drop in any time from 6-8 PM for 1:1 help!
- Check out the tutorial and other instructions available on soyatl.com.
- Ask your candidates!

Any other tips?

Proper punctuation, spelling, capitalization, and grammar are KEY! You want to appear professional and knowledgeable. Also, everyone who receives a letter should still receive your Kickoff and weekly emails. They may have lost the letter and fundraising link or forgotten they received it, and you want to update them on your progress!



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