

# 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 6<sup>th</sup> at 5 PM**

## Contact Trackers

### **How many people should I put on my contact tracker?**

In order to achieve Hall of Fame, you must include 300 addresses on your contact tracker. However, you may submit up to a total of 500 contacts – take advantage of each one!

### **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. 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 the address of the ONE co-candidate that will be receiving the returned envelopes with donations.
  - a. It may seem more legitimate to donors and be easier for you to keep track of if you use your team's name as the name on the return address.

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 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.



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# 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>>,

<Closing - Name>> and the entire "LLS Lions" Team

# Tracker

<u>Salutation</u>	<u>Salutation - Name</u>	<u>Envelope Name</u>	<u>Closing</u>	<u>Closing - Name</u>
Dear/Hi/Hello	Name used inside letter	Name used on envelope	Love/From/Sincerely	Name used inside letter
Dear	Uncle Jonathan, Aunt Ging	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 Graci	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 recommend starting your letter with a greeting such as "Dear Friends and Family." Include the names of all co-candidates in the closing. We also recommend including the names of your parents or guardians – 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.

### Why does my contact tracker have yellow on it?

Leading up to the deadline, LLS staff will periodically open your contact tracker and highlight where there is missing information. Prioritize filling in these fields – any addresses that are left incomplete will be deleted from the final mailing list.

## Letters

### How do I write my letter?

We have many, many templates and examples available on our [website](#) (PW: SVOY2025) and in the [Communication Library](#). If you are a legacy team, you can ask your previous candidates to see theirs, as well. If not, ask if your mentor would be willing to share theirs.

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 also include a photo or two to give a face to your campaign so that you are recognizable. Your “Signing Up to Save Lives” photo would be perfect for this! It can also be powerful to include a



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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 team's fundraising link, as well as a QR code that goes directly to the team's page. We are NOT able to include each individual candidate's link. Donations received will go toward the team's cumulative total.

### **Who should I send my letter to?**

EVERYONE! However, since you can only send 500, be intentional about those contacts: although it can be fun to track down company addresses, you're taking up a space that could be used for an actual potential donor. Also, if you know that a team member is going to be sending a letter to someone, consider taking them off of your list – they may be more inclined to give a larger donation to one person, rather than a couple of smaller donations.

Brainstorm! Some great ways to find recipients includes:

- Neighborhood or school directory
- Christmas/Holiday card list
- Parents' friends, coworkers, and former classmates
- 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 6th at 5 PM**. We will not accept any letters or trackers after this point. LLS staff will download your letter and tracker directly from your Google Drive folder at 5 PM.

If you finish early, even better! Let your manager know once you have finished your letter or tracker and email it to them directly. If you finish your letter before your tracker, you can submit that early on its own.

#### **What do I do if I have questions?**

- Email Sofia Gonzalo at [sofia.gonzalo@lls.org](mailto:sofia.gonzalo@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](http://soyatl.com).
- Ask your mentor!

#### **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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