



## Tips for raising money for The PRIDE's trip to Washington D.C. 2024

**Create a list of possible donors and the appropriate contact information.**

Make a list of all persons that you will contact for a donation. Do not exclude anyone.

Consider these sources:

Family Members

Friends and Friends of the Family

Teachers

Family Bank

Local Music Store

Frequented Businesses (cleaners, pharmacy, doctor)

Local Music Organizations

Large Chain Retailers

City Funds

Consider how you will approach each possible donor: in person, with a phone call, or by letter. A letter is a great choice for most donors; an email is NOT a good choice for most donors. Also, consider what you will ask of donors; you could ask for direct support for your trip fee, or you could ask them to take part in a fundraiser.

Remember many people may not be able to donate the full amount of your expenses; however they may be able to contribute a smaller amount. Five, ten, twenty, or even a hundred dollars will add up quickly.

### **Develop the content of your request**

For most donors, a letter is the best option. For other donors, the information you will want to convey to them is the same as what will be in your letters. Therefore, included next is two example letters, one formal letter for business and one less formal letter for family and friends. After the letters you will find a second page that will include information on how they can make a monetary donation.

## *Business Letter*

Those reading the business letter have read such letters before, if not every day. You want to introduce yourself, make your point, educate, and spend a few sentences asking for money. If you know the business owner well, your letter may resemble your family letter. This should be the case only if the person to whom the letter is addressed is the only person making the decision. If the money requested is “company money”, multiple people will read the letter and it will need to be formally written.

Please consider the following when writing to businesses: Come across as a well educated, far above average, student. Typos are not an option. If the salutation can be specific, great but if not, use “To whom it may concern.” Show that you want this experience to affect more than just you. Remember using lofty words or overstating your case will probably hinder, not help, your cause.

Here is the example of business letter: (next page)



Date

To whom it may concern,

My name is (your name). I am (your age) old and currently a student at Southside High School where I am a member of the award-winning Southside Band program, *The PRIDE of Southside*. My scholastic achievements, teachers and musical accomplishments have helped prepare me to become a well rounded and productive member of our society.

Much of my success as a high school graduate will be based on the skills and experiences I have learned in and outside the classroom. The more broad the experiences, the more I can learn and the more I can share. I am very proud of the fact that "*The PRIDE*" has been selected as one of only 20 bands in the nation to travel to Washington D.C. to march in the 2024 National Cherry Blossom Parade. This parade reaches an audience of 1.5. million people and even more through television and online streaming. In addition to the parade, our band will also will visit our Nation's most important monuments including Arlington Cemetery. This is truly a once in a lifetime opportunity.

Of the over 100,000 high school band students in America, most will never be able to add an honor such as this to their music education. I have the chance! I assure you that my fellow band members and I will do our very best to represent both the Great State of Alabama and the Cities of Southside and Rainbow City with dignity and honor.

I now have to take on the responsibility of raising the funds to insure this great opportunity for myself. The trip to Washington D.C., which will include the parade, transportation, hotel and meals, will total \$895 per student. I am seeking sponsorship for this amount and would appreciate anything that could be contributed toward helping me meet this goal. Thank you very much for your time and consideration.

Sincerely,

(Your Name)

## Family Letter

The family letter is more difficult to write than the business letter. You want to use the letter as a way to secure funds, but you want to come across as family. The most important thing is to be sincere. If the relative is someone you see often or correspond with frequently on the phone, you may choose to do this in person or on the phone. Just because you barely know a relative does not mean he or she is not interested in helping you; remember that your relatives probably buy fund-raising candy, holiday wrapping paper, or useless plastic items from people they do not even know.

Please consider the following when writing to family: Be specific with questions about their lives. If they are not aware of what you are currently doing, let them know. Mention the family member that links them to you such as your mom or dad. If you know little about them, do not try too hard to be overly personal. Keep in mind that they understand that families are often distanced. Do not mention something you may not be able to do such as “I hope to meet you soon”. Like with the business letter, using lofty words or overstating your case will probably hinder more than help.

On the next page is an example of a family letter.



Hello Aunt Sharon and Uncle Raymond,

How are you guys doing?

I am thoroughly enjoying my (your grade) year here at Southside High (or Rainbow Middle). Everything seems to be going well for me. My classes have been great and I have absolutely loved being a member of “*The PRIDE*”! As a matter of fact, I have some wonderful news to share with you.

I am very proud of the fact that *The PRIDE of Southside* has been selected as one of only 20 bands in the nation to travel to Washington D.C. to march in the 2024 National Cherry Blossom Parade. This national celebration reaches an audience of 1.5 million and even more through television and online streaming. In addition to the parade, our band will also will visit our Nation’s most important monuments including Arlington Cemetery. This is truly a once in a lifetime opportunity.

The fact that we were chosen out of so many other band programs in our state and country makes this honor even more special. My fellow band members and I are honored to have the opportunity to represent Alabama and the cities of Southside and Rainbow City in this prestigious event.

Of the over 100,000 high school band students in America, most will never be able to add an honor such as this to their music education. I have the chance!

I now have to take on the responsibility of raising the funds to insure this great opportunity for myself. The trip to D.C., which will include the parade, transportation, hotel and meals, will total \$895 per student. I am seeking help in raising this amount and would appreciate anything that you might be able to do to help me.

Thank you so much for your consideration. If you are able to help, I have included information on how to make a donation to my Washington D.C. Trip account.

Your Nephew,

Forrest Gump