



FALL FUND DRIVE E-MAIL TEMPLATES

E-Mail Templates - If you must email instead of asking in person:

General Flow:

- Pick a good subject line like "Join me in supporting Chadron State Students!"
- Start with a friendly greeting.
- State that you are a Fall Fund Drive volunteer, provide fundraiser purpose/explanation if needed. If someone has never given (you'll see this on the pledge sheet) you may need to describe the Fall Fund Drive to them. (You can also link them to the Fall Fund Drive webpage: <https://www.csc.edu/foundation/fall-fund-drive>)

The Fall Fund Drive is one of the Chadron State Foundation's major annual fundraisers. During the drive, Chadron State College, and community volunteers approach CSC faculty and staff, and community members to ask for a donation that is both meaningful to the donor and to the college.

The fundraiser is essential to our yearly effort supporting Chadron State College students. Last year, our donors gave \$75,000 to student scholarships, and over \$30,000 to CSC program support. Think of the incredible good we could do if we raised even more.

Donors are able to choose where their donations are allocated according to what they find most meaningful.

- Make a personal connection then make the ask.
- Follow up if you receive no response.
- If they say they'll donate:
 - Fill out pledge sheet.
 - Reply to confirm the donation amount even if they state it in the email. Be sure to collect any pledge sheet information that is missing.
- Thank them regardless of them donating or not.
- If there's no answer, follow up with one more email.

Making a Personal Connection:

Flow:

- I'm going to tell you what's meaningful to me and how it connects to CSC.
- I want to know what causes are meaningful to you.
- I am going to connect that cause to the college.
- I am going to ask if you're willing to donate to that area that is meaningful to you.

"I chose to volunteer and donate because compared to our peer schools, our scholarship support is underfunded, and I want to be sure we give access to higher education to as many students as we can. What causes are meaningful to you?" [give room for answer/conversation] Would it be meaningful to you to donate to [insert scholarship area, department, etc.] to give your support?"

"I chose to volunteer and donate to an education scholarship because I know how important private donations are to reducing the burden of student loan debt. What causes are meaningful to you?" [give room for answer/conversation] Would it be meaningful to you to donate to [insert scholarship area, department, etc.] to give your support?"

"I chose to volunteer and donate because it's important to me that we have a pipeline of teachers for our schools and that they get the best education they can and graduate with as little debt as possible. What causes are meaningful to you?" [give room for answer/conversation] Would it be meaningful to you to donate to [insert scholarship area, department, etc.] to give your support?"

"I volunteer and donate to Fall Fund Drive because private donations are important to scholarship support, and scholarship support is important to keeping the college competitive with other schools, and bringing more students into the local economy. What causes are meaningful to you?" [give room for answer/conversation] Would it be meaningful to you to donate to [insert scholarship area, department, etc.] to give your support?"

"President Patterson has challenged campus to 100% participation in the Fall Fund Drive this year. I donated because scholarship support for students in the education program is important to me. What causes are meaningful to you?" [give room for answer/conversation] Would it be meaningful to you to donate to [insert scholarship area, department, etc.] to give your support?"

"I feel strongly about this fundraiser because 80% of CSC students rely on financial assistance for access to higher education, and our scholarship support is underfunded compared with our peer schools. Would you be willing to donate to Fall Fund Drive, maybe to a scholarship or a program that is meaningful to you?"

"I volunteer and donate to Fall Fund Drive because I truly believe that CSC students are worthy of our investment. Over 80% of students at CSC rely on financial assistance for access to higher ed. What causes are meaningful to you?" [give room for answer/conversation] Would it be meaningful to you to donate to [insert scholarship area, department, etc.] to give your support?"

"I volunteer and donate to Fall Fund Drive because of its huge economic impact on the area. What causes are meaningful to you?" [give room for answer/conversation] Would it be meaningful to you to donate to [insert scholarship area, department, etc.] to give your support?"

Sample Email 1:

Faculty and Staff, or Community Non-Donor

Subject: Join Me in Supporting CSC Students!

Hello [name]

I hope you are doing well!

[Introduce yourself if the person doesn't know you]

I'm reaching out because I'm volunteering with Chadron State College's Fall Fund Drive fundraiser, and I wanted to personally ask you for your support.

[If you think they may not know about the drive] If you're unfamiliar with the Fall Fund Drive, it's one of the Chadron State Foundation's major annual fundraisers. I'll put a more detailed description below if you're interested, or you can go to www.csc.edu/foundation/fall-fund-drive.

I chose to volunteer for the Fall Fund Drive and donate because it's important to me that we have a pipeline of teachers for our area schools and that they get the best education they can and graduate with as little debt as possible. Is there a cause meaningful to you that could connect with the college? If so, would you be willing to donate to the area of the college that serves that cause? Perhaps a scholarship area, or particular program?

[If CSC faculty or staff] Dr. Patterson has challenged faculty and staff to 100% participation in the Fall Fund Drive. I hope that you'll participate at whatever amount you're comfortable with. Even the smallest donations signal to our community and our students that we believe they're a worthy investment, and when we combine our generosity, we can do a lot to support them.

[If a community member] Every donation, no matter the size has a positive impact on the lives of the students CSC serves and on our community. Even the smallest donations signal that we care. 80% of students at CSC require financial assistance to have access to higher education, and scholarships play a large role in getting students to our community and CSC, and graduating them with as little debt as possible. Both scholarship and program support keep the college competitive with other college's in the state, which is essential to maintaining the positive economic impact in our local communities.

If you'd like to talk about how we might connect your philanthropy to Chadron State students, please reach out. If you'd like to donate, you can reply with the amount and where you'd like it to be applied.

[If CSC faculty or staff] Donations can be auto-withdrawn from your paycheck and spread out among as many pay periods as you'd like. It requires a minimum of \$5, and I'll stop by your office to get your signature to authorize it.

[If community member] Thank you for considering a donation.

[If CSC faculty or staff] I know you already do a lot for students here at CSC, I appreciate you considering a donation.

Sincerely,
[your name]

Fall Fund Drive description:

The Fall Fund Drive is one of the Chadron State Foundation's major annual fundraisers. During the drive, Chadron State College, and community volunteers approach CSC faculty and staff, and community members to ask for a donation that is both meaningful to the donor and to the college.

The fundraiser is essential to our yearly effort supporting Chadron State College students. Last year, our donors gave \$75,000 to student scholarships, and over \$30,000 to CSC program support. Think of the incredible good we could do if we raised even more.

Donors are able to choose where their donations are allocated according to what they find most meaningful.

Sample Email 2:

Faculty and Staff, or Community Previous Donor

Subject: Join Me in Supporting CSC Students!

Hello [name]

I hope you are doing well!

[Introduce yourself if the person doesn't know you]

I'm reaching out because I'm volunteering with Chadron State College's Fall Fund Drive fundraiser, and I wanted to personally ask you for your support.

I chose to volunteer and donate because compared to our peer schools, our scholarship support is underfunded, and I want to be sure we give access to higher education to as many students as we can. Is there a cause meaningful to you that you connect with the college?

[If CSC faculty or staff] Dr. Patterson has challenged faculty and staff to 100% participation in the Fall Fund Drive. I hope that you'll participate again. I see that last year you donated \$XX, would you be willing to donate again this year? If so, would you be willing to increase this year's donation? Our donors increasing their yearly donation is the best way for us to increase the amount Fall Fund Drive raises to support students. Last year, our donors raised over \$75,000 for scholarship support and over \$35,000 for program support. With increased donations, we can eclipse those numbers and do even more for CSC students.

[If a community member] Every donation, no matter the size has a positive impact on the lives of the students CSC serves and on our community. Even the smallest donations signal that we care. 80% of students at CSC require financial assistance to have access to higher education, and scholarships play a large role in getting students to our community and CSC, and graduating them with as little debt as possible. Both scholarship and program support keep the college competitive with other college's in the state, which is essential to maintaining the positive economic impact in our local communities.

If you'd like to donate, you can reach out to me to chat, or reply with the amount and where you'd like it to be applied. Either way, I'd love to hear from you.

[If CSC faculty or staff] As a reminder, donations can be auto-withdrawn from your paycheck and spread out among as many pay periods as you'd like. It requires a minimum of \$5, and I'll stop by your office to get your signature to authorize it.

[If community member] Thank you for considering a donation.

[If CSC faculty or staff] I know you already do a lot for students here at CSC, I appreciate you considering a donation.

Sincerely,
[your name]