



Athlete Assignment - Fundraising Letter

Your assignment is to write a letter asking for a donation for our delegation. You should write this letter to at least one person who you and/or your family is connected with and you see regularly. Some great examples are your doctor, dentist, lawyer, mechanic, optometrist, real estate agent etc... It really can be anyone who you deal with on a consistent basis and would have the means to donate to help us reach our goal of fundraising the amount that our trip will cost.

Things you can include in your letter....

Remember your Fundraising Tips. Make it personal to who you are writing to – this means putting their name on the letter and making a new letter for each person you approach for a donation. Make them feel important and that they are the only ones that you wanted to approach for this great opportunity to help. You need to include:

- Who you are.
- Why you are writing to/asking this person.
- What you want – be clear and be realistic.
- Then include some details and make it personal.

Sample letter... "Dear Mr./Mrs. Name

I am looking for a sponsorship of our delegation that is heading to Kecskemet, Hungary to represent Kitchener-Waterloo in the 54th International Children's Games. This delegation has 27 members, and includes 20 athletes between the ages of 12-15, that will be competing in basketball and swimming.

The International Children's Games are believed to be the largest youth sports gathering in the world and are designed to promote peace and friendship through youth sport. Since 1968, the Games have attracted over 37,000 participants from over 400 cities in 5 continents. The games embody the true Olympic spirit of friendship, solidarity and fair play and allow these children to pursue their goals in a non-political, non-denominational and non-racist way.

I am so grateful that I will get a chance to go and to take part in the upcoming games and I hope that you would like to be a part of this journey. Attached is a corporate sponsorship package for your consideration. The package has been put together by the Kitchener-Waterloo International Children's Games Committee (KWICG), however, our delegation would greatly appreciate any sized donation or sponsorship that your company could provide.

If you have any questions or would like some more information, please do not hesitate to contact me or my coach at : include contact information that your parents and coach are willing to give.

Sincerely,

***** remember to sign the letter with ink.**

Your Name

Member of the Girls Basketball/Boys Basketball/Swimming of the 2020 KWICG Kecskemet Delegation"

FUNDRAISING



Fundraising Tips:

1. It is hard to ask people for money. But it is easier when it is for a great group of people who are going to be doing something quite unique and exciting.
2. It is sometimes hard to find the right words... but if you give it time, they will eventually come to you. Be patient. Start writing. It is easier to go back and reword something that is already written.
3. It is hard to talk to someone in person that you may not know very well and ask them for money. For this one my advice is simple. Make yourself presentable, tuck your shirt in, keep your head up, make eye contact, speak clearly, and be true to yourself. Speak from the heart and share part of yourself and what you are hoping to accomplish/experience with this amazing opportunity that you have been given to you. Your enthusiasm will be contagious and they will want to be a part of it. When in doubt, SMILE. You are all good looking, smart, talented athletes that are capable of doing great things. Believe in yourself. The worst thing that could happen is that they say no.... but it will be a lot harder to say no to you than to an adult.
4. As in everything that you do in life, just do your best. Remember that you are a part of a team. Many hands make light work. If you don't find the success in this endeavour that we are looking for, look for other ways that you can contribute.... Go door to door looking for donations or the sale of a raffle ticket, ask to do odd jobs for a friend or a neighbour and tell them why you are trying to raise some money, or better yet, come up with your own ideas and run with it!
5. Remember everything you just read above.
Do not hesitate to go to your parents, coach or KWICG board members for some guidance. That is what we are here for ... to give you someone that you can talk to for guidance both on and off the court, in and out of the pool and beside and away from the table. Good luck, you will be great.

We are looking forward to hearing about your efforts at our next meeting.

