



**SCHOLARSHIP FUNDRAISING KIT
FOR CLUB LEADERS**

Purpose of this Document

The following Carolina Clubs Scholarship Fundraising Kit provides examples and templates for materials that can be used in the fundraising process for your club. This is meant to be a companion piece to the fundraising section of the Club Leader Handbook.

Your club is not required to use the materials provided in this kit for your scholarship fundraising process. However, you are highly encouraged to utilize the approaches outlined here including: goal setting goals, creating a fundraising calendar and sending solicitation letters, emails, and social media posts, and thank you notes.

Finally, this kit also includes an example alumni.fund page for mobile giving. If you are interested in setting up an alumni.fund page for your club, please contact Jack Ahern, Coordinator of Alumni Networking and Outreach.

QUICK REFERENCE

Suggested Scholarship Timeline	3
Solicitation	4
Solicitation Letter	5
Solicitation Email.....	7
Solicitation Email Follow Up	9
Solicitation Email Follow Up Two.....	10
Acknowledgement	11
Thank You Letter	12
Handwritten Thank You Note	13
Social Media	14
Alumni Fund Page	15

GENERAL ALUMNI ASSOCIATION
COORDINATOR OF ALUMNI NETWORKING AND OUTREACH

JACK AHERN
JACK_AHERN@UNC.EDU
(919) 962-3582

Suggested Scholarship Timeline

This is a template calendar for a club without an existing major fundraising event. If you wish to launch a major fundraising event (such as a scholarship dinner), contact Jack Ahern, Coordinator of Alumni Networking and Outreach, as that process involves substantial planning.

Ideal Month	Objective
Summer/Early Fall	Club and GAA staff begin planning for the upcoming year: <ul style="list-style-type: none"> • Establish goal(s) • Establishing a calendar/timeline for the club • Establishing approaches (ie what your club will do to fundraise such as game watches, email, social media, major fundraising event)
September	Club - orders due for signed basketballs, notify GAA staff if interested Football season begins Leverage game watches for fundraising
October	Club - Basketball season begins <ul style="list-style-type: none"> • Leverage game watches (raffles, tickets, asking for donations)
November	Club - Send end of year giving letter or email
December	Club - Send follow up end of year giving letter or email
January	Club - Continue fundraising
February	Club - Continue fundraising
March	Club - Continue fundraising
April	Club - Basketball season ends Club - Final push for scholarship fundraising
May	May 15 - Deadline for clubs to notify GAA staff of scholarship commitment for year Club - Thank donors (in writing, email, in end of year report) - GAA can provide these names for you.
June	June 1 - Deadline for clubs to transfer funds to GAA
August	GAA staff will notify scholarship recipients of their award
September	GAA will hold an on-campus reception for scholarship recipients GAA staff will encourage scholarship recipients to write thank you notes to club leaders
Summer/Early Fall	Cycle Repeats

Solicitation

Solicitation letters and emails are a great way to diversify fundraising for your Carolina Club. The year-end giving cycle is an especially great time to reach out for donations as many individuals wait until the end of the calendar year to do their charitable giving. It is important to send emails and letters that are specific to your club.

Just as important as sending the first letter or email is sending a follow-up. Often the first email will serve as an introduction to the scholarship and follow up emails remind and secure the donation. Follow up communications also allow you to get more specific about your particular scholarship. Look to space out follow up communication at least one to two weeks apart.

On the following pages, you will find examples for a fictional 'Chapel Hill Carolina Club.' Feel free to utilize these as templates and input custom language for your club in **highlighted** areas.

Solicitation Letter

November 11, 2018

John Doe
123 Main Street
Chapel Hill, NC 27514

John,

It probably goes without saying that Carolina has a special place in all of our hearts. I'm writing you with the opportunity to support a current student to allow him or her to have the same experience that we had.

This year, the Chapel Hill Carolina Club is raising funds to create a Chapel Hill Carolina Club Scholarship. This need-based scholarship will support a UNC sophomore, junior or senior from the Chapel Hill area as s/he pursues his/her studies. By joining in donating to the fund this year, you are supporting your fine alma mater, and also making the dreams of a local student come true.

Even small scholarships can make a large difference in the life of a UNC student. Our goal of \$500 for this year's scholarship will fund approximately one semester of books and supplies for one student. (Give examples on what the scholarship funds for students. This way donors can see the direct value, see below for examples)

- \$500: One semester of books and supplies for a student (approx.)
- \$1000: One year of books and supplies for a student (approx.)
- \$1500: One year of personal expenses for a student (approx.)
- \$2000: One semester of meals (approx.)

(If applicable, include a quote from a student who won a scholarship in the past. Please note you can include if you have received permission from the student to share quote, or ask if it can be an anonymous post.) Below you will find a thank you from last year's scholarship recipient, Jane Smith. Jane is currently a senior majoring in international studies and biology. She hopes to work for an international relief organization upon graduation.

"Thank you to the Chapel Hill Carolina Club for your generous \$500 scholarship. I was thrilled to learn that I was the selected recipient of this scholarship. It means a great deal to me knowing that alumni from Chapel Hill are thinking of and supporting current UNC students. Because of this scholarship, I was able to pay for my books for the entire year. As you know with the rising costs of textbooks that means a lot. Once again, I wanted to thank you for lightening my financial burden as I pursue a career in international health."

Please join us in reaching our goal to raise \$500 for one scholarship this year to support a student like Jane. I highly encourage you to donate \$100, \$50, \$20 or even \$10 to our scholarship fund for this year.

If you would like to make a donation online:

1. Visit <https://giving.unc.edu/gift/ugaa>
2. Under Become a Sustainer, select if you want to make a one-time gift or a recurring monthly gift
3. Under Gift Information, scroll down to Regional Scholarships and select Chapel Hill Carolina Club Scholarship (555555)

If you would like to make a donation via check:

1. Make a check payable to University of North Carolina and include Chapel Hill Carolina Club Scholarship in the memo section.
2. Send the check and any company matching gift forms to PO Box 660, Chapel Hill, NC 27514 attention Carolina Club Scholarship.

Hark the Sound!

Joe Smith
Chapel Hill Club President

Solicitation Email

Dear John,

We greatly enjoyed having you out at our game watch party last week. (Begin the letter with a personal connection pertaining to the club).

I am writing today to ask you to be a part of my personal favorite part of our Carolina Club, our annual scholarship. As I'm sure you know, with the rising cost of higher education, every bit helps. Because of the Chapel Hill Carolina Club, a Carolina student from our area receives financial assistance for his/her studies with money raised from local alumni like you and me.

The Chapel Hill Carolina Club Scholarship shows students that there is a community of support for them back home. Because of our scholarship, a Carolina student from Chapel Hill can cover the cost of his/her books and supplies for an entire year.

(If applicable, include a quote from a student who won a scholarship in the past. Please note you can include if you have received permission from the student to share a quote, or ask if it can be an anonymous post.) But don't just take my word for it, below you will find a thank you from last year's scholarship recipient, Jane Smith. Jane is currently a senior majoring in international studies and biology. She hopes to work for an international relief organization upon graduation.

"Thank you to the Chapel Hill Carolina Club for your generous \$500 scholarship. I was thrilled to learn that I was the selected recipient of this scholarship. It means a great deal to me knowing that alumni from Chapel Hill are thinking of and supporting current UNC students. Because of this scholarship, I was able to pay for my books for the entire year. As you know with the rising costs of textbooks that means a lot. Once again, I wanted to thank you for lightening my financial burden as I pursue a career in international health."

Please join us in reaching our goal to raise \$500 for one scholarship for this year, to support a student like Jane. I highly encourage you to donate to our fund \$100, \$50, \$20 or even \$10 to our scholarship fund this year.

If you would like to make a donation online:

1. Visit <https://giving.unc.edu/gift/ugaa>
2. Under Become a Sustainer, select if you want to make a one-time gift or a recurring monthly gift
3. Under Gift Information, scroll down to Regional Scholarships and select Chapel Hill Carolina Club Scholarship (555555)

If you would like to make a donation via check:

1. Make a check payable to University of North Carolina and include Chapel Hill Carolina Club Scholarship in the memo section.

2. Send the check and any company matching gift forms to PO Box 660, Chapel Hill, NC 27514 attention Carolina Club Scholarship.

Send the check and any company matching gift forms to PO Box 660, Chapel Hill, NC 27514 attention Carolina Club Scholarship.

All the best,

Joe Smith
Chapel Hill Club President

Solicitation Email Follow Up

Dear John:

I hope you are doing well. I am writing to tell you a little bit more about the Chapel Hill Carolina Club scholarship. You already know, this scholarship will go toward supporting a need-based scholarship for a sophomore, junior, or senior from the Chapel Hill area.

You may not be aware that this is the third year we have fundraised for this scholarship. In the past two years, we have been able to give \$500 scholarships to two well deserving students from the Chapel Hill (use a specific number of students wherever applicable.)

Please join us in making this our best year. Our goal for this year is to double our previous year's efforts and raise \$1000 for two scholarships in 2019-2020. We are well on our way, to reaching this goal. So far this year, we have raised \$673.00 and just need a little more help. Please consider a donation of \$100, \$50, \$20 or even \$10 to our scholarship fund for this year.

If you would like to donate, click here [\(link to the donation page on your club's website\)](#) for more information on how.

Joes Smith
Chapel Hill Carolina Club President

Solicitation Email Follow Up Two

Dear John:

I am sure you have gotten many requests over the past month to donate to worthy organizations. You may have even gotten a request to donate to our fine alma mater. However, I am writing today to ask you to consider giving to a connection that is close to my heart as I am sure it is close to yours. Donating to provide financial assistance to a Carolina student from our own backyard.

Please consider donating \$100, \$50, \$20 or even \$10 to the Chapel Hill Carolina Club fund for this year. This scholarship a need-based scholarship for a Carolina sophomore, junior, or senior from the Chapel Hill area. From my experience, there is no better feeling than supporting a local Tar Heel in reaching their academic and personal goals.

If you would like to make a donation online:

1. Visit <https://giving.unc.edu/gift/ugaa>
2. Under Become a Sustainer, select if you want to make a one-time gift or a recurring monthly gift
3. Under Gift Information, scroll down to Regional Scholarships and select Chapel Hill Carolina Club Scholarship (555555)

If you would like to make a donation via check:

1. Make a check payable to University of North Carolina and include Chapel Hill Carolina Club Scholarship in the memo section.
2. Send the check and any company matching gift forms to PO Box 660, Chapel Hill, NC 27514 attention Carolina Club Scholarship.

Thank you for supporting our fellow Tar Heels,

Joe Smith
Chapel Hill Carolina Club President

Acknowledgement

Donors to your club scholarship fund are like any other donors: they often want to be thanked for their contribution. Formal acknowledgements close the loop and give your club an opportunity to remind donors how their contribution made a difference. Below, you will find a sample acknowledgement for letters or emails and a handwritten note. If you would like GAA cards for handwritten notes, reach out to GAA staff.

Thank You Letter

Dear Jessica,

Thank you for your donation to the Chapel Hill Carolina Club. Because of your generosity and other Chapel Hill Tar Heels, we were able to raise \$1,000 for two need-based scholarships for Chapel Hill area students this year.

As I'm sure you know, with the rising cost of higher education, every bit can help Carolina students as they seek to accomplish their academic and career goals. The amount given for this year's scholarships approximately covers a semester of books and supplies for two students. (include language here on what the scholarship funds for students, so that donors can see the direct value in what they are giving, see below for examples)

- \$500: One semester of books and supplies for a student (approx.)
- \$1000: One year of books and supplies for a student (approx.)
- \$1500: One year of personal expenses for a student (approx.)
- \$2000: One semester of meals (approx.)

Thank you once again for your generosity. (Include a sentence or two that is meaningful to your scholarship's history, see below for a couple of examples. GAA staff is more than happy to provide your club's scholarship giving history to complete this section).

- This year is the first time our new Chapel Hill club was able to give a scholarship gift, and we hope to continue to do so in the future.
- Because of donors like you, the Dallas/Fort Worth club has been able to give a scholarship for the last 16 years!
- Since 2003, the Charlotte Club and the Davie Dinner have given over \$125,000 to Carolina Students from the Mecklenburg area.
- Despite our small size, the Farrington Village club is consistently among the top Carolina Clubs in fundraising every year.

We could not do this without you.

All the best,

John Smith, President
Chapel Hill Carolina Club

Handwritten Thank You Note

Dear Jessica,

I am writing to thank you on behalf of the Chapel Hill Carolina Club. Your donation to our club's scholarship fund demonstrates your commitment to our Carolina Family and also to a student in need from the Chapel Hill area.

As you may know, scholarships from our club are need-based and are given directly to Carolina students with financial need. Because of your donation, we were able to lighten the financial burden of two Carolina Students.

Go Heels!

John Smith
Chapel Hill Carolina Club President

Social Media

Social media posts are a great way to generate awareness about your club's scholarship. They can also allow you to capitalize on opportunities when people have Carolina on the mind...like after a big win over Duke!

1. For the second year, the **Chapel Hill** Carolina Club is raising funds for a need-based scholarship for a Carolina student from our area. Don't miss your chance to make a difference. Learn more: (Link to club scholarship web page)
2. The countdown is on. We are halfway to our goal of raising \$500 for a **Chapel Hill** Carolina student. Donations are tax deductible. Donate now: LINK (Link to club scholarship web page)
3. **"I want to thank the Chapel Hill Carolina Club for your generous \$500 scholarship to help me pursue my undergraduate education."** – Jane Doe '21 // Help us support another student like Jane. Donate to **Chapel Hill** Carolina Club Scholarship: (Link to club scholarship web page) * **You can only do a post like this if you have received permission from the student to share a quote, or ask if it can be an anonymous post.**
4. Why not celebrate that incredible win over Duke by helping a Carolina student. We challenge you to donate \$1 for every point we beat Duke by. This scholarship will be given next year to a student need and goes a long way to lighten the financial burden of a future **Chapel Hill** Tar Heel. Donate now: (Link to club scholarship web page)
5. The **Chapel Hill** Carolina Club Scholarship was established **two** years ago to help support Carolina students from our area. Make a difference today. Here's how: (Link to club scholarship web page)
6. Tax-deductible contributions have ranged from a few dollars to a few thousand dollars. No amount is too small. Donate: (Link to club scholarship web page)
7. To date, over **six** scholarships have been awarded, and we are aiming for more. Make a difference today. Here's how: (Link to club scholarship web page)
8. Help us increase the number of scholarships that help Carolina students from our area achieve their dream of attending and graduating from Carolina. Here's how: (Link to club scholarship web page)

Alumni Fund Page

New to Carolina Clubs Scholarship fundraising is Alumni.Fund. Mobile donations can be made through Alumni.Fund which is an available extension through your Alumni Spaces website. Alumni.Fund is a user-friendly mobile based donation platform that can be used to handle onsite donations including raffle ticket, registrations, or merchandise sales. Alumni.Fund accepts VISA, MasterCard, AMEX, Paypal, Venmo, ApplePay and Bitcoin.

We encourage clubs to solicit donations via cash or check; however, it is beneficial to have an Alumni.Fund page set up for prospective donors who do not have cash or checks with them. There is a 5% fee on every transaction using Alumni.Fund. This amount is standard for mobile giving platforms and paying the 5% is preferable to missing out on a donation entirely. There is no commitment to using Alumni.Fund, you can start or cancel at any time without penalty. If you are interested in setting up an account with Alumni.Fund, contact the Coordinator of Alumni Networking and Outreach at the General Alumni Association.

Below you can see screenshots from the New York Carolina Club's Alumni.Fund page.

