

# Member Tour Fee Fundraising

**To: Members of Impulse**

**Subject: How to get sponsorships for drum corps tour fees**

Are you wondering how you are going to pay this season's tour fees? While it's true that Impulse offers many opportunities to fundraise throughout the season, we are about to tell you how you can get other people and businesses to pay your fees for you! Members of other corps do it every year and you can do it too. This can be a fun thing that is ultimately successful, or a drudge and a chore that is thereby destined to fail and the good thing is that your level of achievement is entirely up to you and your effort.

Every year some marchers learn all this by trying it. In the past, some marchers who decided to go at it with a positive attitude, and the determination that it was going to be FUN and SUCCESSFUL, raised their ENTIRE TOUR FEE! They were successful by writing a letter to many companies and individuals and the total cash invested is usually less than \$60 for postage paper and envelopes.

Read on and we will tell you what we have learned.

## Who to Write To

Modify the letter you create so that you have two or more versions. A more formal one would be sent to a business that does not know you. A less formal letter would be sent to places where you do business, and where they might have a record of you or know who you are. A personal letter can be used for your family, friends, coworkers, etc.

Businesses that do not know you, but are in your neighborhood are a good source. Try smaller companies, where the person who makes the money decisions is likely to personally see your letter. Also, try companies who already are community-minded, those who are well known for supporting such activities as little league, AYSO soccer, the Boy Scouts of America, etc. **REMEMBER**, Impulse is also a member of Explorer Post 2251 of Boy Scouts of America. So use this in your letter.

Community-minded companies can be found advertising on the local cable channel, they may be members of the local Chamber of Commerce, and may participate in other youth activities, etc. A few hours spent in the reference section of your local library will reveal a huge amount of information for you. Look at the advertisers in the newspaper. Look at the advertisers in the community telephone directory yellow pages.

## **Some of the most positive responses came from the following types of businesses:**

Roofing contractor	Local bar (more than one donated)
Insurance broker	Hotel (major and independent)
Pet store	Steakhouse
Wholesale bakery (for fast food chain)	Savings and Loan
Wholesale produce distributor	Developer
Attorney offices	Drugstore
A secretary in an office marched corps	Electronics Manufacturing Co.
Health food restaurant	Barber shop

Do not fail to ask those companies that others may not think to ask. You may not think that a roofing company would be interested, but they are the very ones that probably do not often get asked to give, and they might really want to!

Companies and offices where you and your family personally do business are your best resources. Try these types, and be sure to explicitly mention the type of business you do regularly with them:

Your landlord	Your orthodontist
Your dentist	Your grocery store
Your insurance agent	Your minister (your church)
Your dance school	Your place of work
Your vet	Your barber or hair stylist
Your doctors	Your boss
Your pharmacist	
Your music school or your private lessons instructor	
The fast food restaurant or chain where you always eat.	
The mom and pop store or restaurant you frequent.	
The mechanic or garage that fixes your car	
Your parents' professionals such as tax man, doctor, CPA, insurance agent, etc.	

Start a list of these places right away! You will be amazed at how many of them there are where you already spend your money regularly. It is easy to add a personal reference such as "my family has brought our animals to you for boarding and care for as long as I can remember..." to the letter you create.

## **More key people:**

- Parents, aunts, uncles, cousins, brothers, sisters, grandparents.
- Family friends, boyfriend, girlfriend and their families.
- How about your Mom and Dad's best-friends or coworkers?
- Your college alumni association.
- Do you have a friend whose parents believe you are the greatest?
- Just sit down and think of all the people you know! There are hundreds!

## **Who NOT to Bother With**

This list is short, but these are types that other marchers have found to be predictably non-responsive.

- Real estate offices (anywhere the employees were mainly on a commission is a weak choice)
- Stores in the mall (unless you are personally known there)
- Local government offices
- State and national senators, representatives and the like
- Teachers (if they give to you, they have to give to everyone)
- Your local Chamber of Commerce (they usually will not donate as a matter of policy)
- Large (national) corporations
- In a previous year, one of the marchers targeted only large corporations, and came away bitterly disappointed)
- Non-profit organizations (Goodwill, Little League, AYSO, etc.)
- Private foundations

## **What to Ask For**

Decide before you write your letter exactly what you want to ask for. A sponsorship of one or more days on tour works well, because your sponsors can spend as little as ten dollars or as much as they want. Most owners give more than ten dollars. One marcher had the employees of the company she solicited take up a collection and raised \$83.79 from their pocket change! The same member received \$100 from one company she had written a letter to!

Many donors like to think they're purchasing something. So you may try for the price of your shoes, your hat, a sleeping bag, suitcase, or anything else you need to provide for tour.

## **OBEY THESE RULES!!!!**

The following rules are very important. If you follow no other suggestions in this section the following are **MUSTS** !!!

Do not say anything in your letter that is not true.

Do not promise anything in your letter that you do not deliver.

Always, **Always, ALWAYS**, say thank you!!! At the very least they took the time to read your letter. Thank them for that. If they donate, write a "Thank You" note to them.

## **Very Highly Recommended**

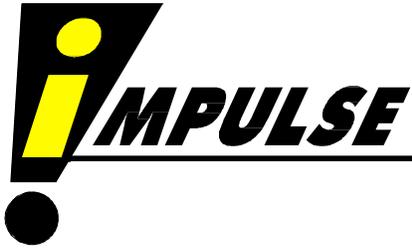
- Type your letter and envelope.
- Use correct spelling, punctuation, and grammar.
- Address each letter personally to the person who will make the decision. You can usually get this information by telephoning and asking for the name, correct spelling and title of the manager or owner.
- Keep careful track of who donated how much to you. This way you can thank them appropriately. Everyone loves recognition!
- Make it easy, have a return envelope with a stamp and address on it in your envelope already!

## **In Conclusion**

Use word processing software with a spell checker and a good printer. Some member sent out requests on brightly colored envelopes, so that the recipient would be curious and open it right away. Have someone else proofread your letter. Personally sign every letter. A photocopy of a form letter is really very tacky and you will not get a very good response. When you receive money from someone, send him or her, a **HANDWRITTEN** thank you note **PROMPTLY!!!** If you are an age-out this year, explain in your letter what that is and what it means to you. Why is it important to do Impulse before you are too old? If you totally support yourself while you are attending school, tell potential sponsors about that. Many potential sponsors will want to help a young person fulfill a dream; especially if they see the member was doing everything they could to help themselves.

Take charge of your efforts, apply yourself, and you can do it! **PARTICIPATE IN EVERY FUNDRAISER THROWN AT YOU!!!!** We cannot emphasize this enough, because there should **NEVER** be a money reason to quit. Where there is a will... there **IS** a way.

The sample letter follows - make yours uniquely yours.



April 28, 2017

Joe Donor  
1234 Main St  
Any Town USA 12345

SAMPLE

Dear Mr. Donor,

My name is Andy and I am currently a Senior at A-Z High School. I am also a trumpet player with Impulse Drum & Bugle Corps of Orange County, California. This year will be my 1st year as a member of Impulse. Impulse Drum & Bugle Corps is a highly competitive, nonprofit musical youth group that travels throughout the United States and competes at DCI Championship in Indianapolis, Indiana.

Our group combines brass, percussion, and dance under the professional guidance of a dedicated volunteer staff; this instruction develops and expands musical, dancing, and marching skills to the highest possible level, producing a fine ensemble that entertains thousands of people locally across the country.

I am a full-time student and work part-time; I rehearse and compete as a member of the ABC High School award winning wind ensemble and jazz ensemble. In addition, I am a member of the school science club and in the Model United Nation Organization. With all of these activities, including Impulse rehearsals, I maintain a 3.6 grade point average.

I need help to raise the funds to cover the cost of tour, which is approximately \$2,900.00 per person this year. This letter is our primary fundraiser and the help from people I know, will be greatly appreciated! A pledge of \$100 or more will help me immensely in this endeavor.

Impulse Drum & Bugle Corps is California Non-Profit Youth Organization (501-C-3) Tax ID # 91-1998733 and any donation you make is tax-deductible. A pledge of \$200 or more will also enable you to be listed in the Honored Patrons section of our web page.

Thank you for your time and support. If you are interested in sponsoring me, make a check payable to IYAO and please make sure to note my name in the memo section.

Please check out our web page at [www.impulseyoutharts.org](http://www.impulseyoutharts.org) if you would like more information about Impulse Youth Arts Organization activities. Thank you again!

Sincerely,

Andy Screamer