



HELPFUL FUNDRAISING REMINDERS

PEOPLE TO PEOPLE AMBASSADOR PROGRAMS

Present in Person

Present the letter to potential sponsors in person rather than hoping for a response through the mail. If you know someone at the organization, ask how he or she can help you get in the door.

Call Organizations and Businesses

Ask them about their gift programs. Try to schedule an appointment to meet your potential sponsor(s) and give your presentation at that time.

Use Quality Paper

Use the highest quality paper and envelopes available to you.

Get Personal

Use people's names and titles whenever possible.

Make a Connection

Highlight connections between you and your prospective giver. Focus on what you are doing and why People to People isn't just travel.

Remember: First Impressions Last

When you meet your potential sponsor, remember to present a good first impression. Dress appropriately: no sweats or ripped clothing.

Communicate Eye-to-Eye

Remember to offer a firm handshake and look people in the eye when talking with them.

Send a Thank-You

It is important to thank each person who sponsors you during your role as a People to People Ambassador. Send a handwritten thank-you note or postcard.