



# HOW TO WRITE A POWERFUL SPONSOR LETTER

Believe it or not, people **want to give** toward your leadership journey. Asking people for support allows a certain type of humility to rise within you as a leader as **you cannot do this alone**, but it also allows others to be a blessing in your life and the lives of the people you will impact through your calling in leadership and the gifts you use for God's kingdom. We outlined a few steps below to get you thinking and start sending those letters and/or emails/texts.

## #1: WHO ARE YOUR "PEOPLE?"

When we say "your people," who are the first few faces that come to mind? Who are the people who believe in you? Who wants to invest in you? Who would want that experience for their own children? This is a great start! Start jotting names down.

- **Compile your list of about 30-40 names:** friends, family, co-workers, fellow church members, etc.
- **Collect emails** and/or **mailing addresses** for each name.

## #2: CRAFT YOUR LETTER

Ask yourself – why would I want to give to someone else's leadership journey? This will help you determine what to include in your personal letter.

- **Take your leadership seriously:** If you show that you are serious about leadership, others will take you seriously too. Thank them in advance for their investment in your future.
- **STORY. STORY. STORY.** Include personal stories whether before your leadership journey started or maybe of a prior SLU Experience you've been a part of that shows SLU has the power to change lives. Maybe include your favorite SLU Session so far, or which one you are most looking forward to hearing or a location you are most interested in visiting from a leadership standpoint. It may not be the best to say, "I just really want to see the Eiffel Tower!" if you are trying to raise money for SLU 301. Alternatively, you could say, **"I can't wait to stand on the cliffs of Point Du Hoc where boys younger than I fought their way to turn the tide of World War II in the ultimate act of sacrifice for our freedom."**
- **Add a Sample Schedule or a listing** of the places you will visit in the experience.

## #3: SEND IT

- **Mail a physical letter:** add a pre-addressed empty envelope with a pre-marked stamp on it so it's easy for someone to write you a check and send back to you.
- **Follow up email or text:** Follow up personally with those you wrote letters to and make sure they got your letter and let them know you are available if they have any questions.

## #4: SAY THANK YOU!

- **Mail "Thank You" Cards:** A thank you card goes a long way. Show appreciation for your supporters.
- **Keep a journal or blog of experiences and lessons learned while at SLU:** Share with your supporters' post-event so they can see the impact of their investment.

## SAMPLE SPONSOR LETTER

Hello, Friends and Family, I trust this letter finds you well and in good spirits after a great holiday season and a very merry Christmas and the start to a very Happy New Year.  
*(customize for the season you are writing in)*

As you know, I have been involved with an organization called Student Leadership University for the past \_\_\_\_\_ years. I have thoroughly enjoyed the experiences and challenges SLU presents in their programs. I have learned countless leadership lessons on the local, national, and international levels. I want to thank you so much for all of your prayers for my continual growing in the Lord. *(customize for personal experience. If you are starting with SLU 101, talk about what you've heard about the program's impact and why you want to go.)*

Student Leadership University has had an unbelievable impact on my life, and has played a part shaping me into the leader I am today. I have met wonderful peers who are student leaders changing the world starting with the place they live. SLU inspires me and motivates me to be a greater leader for the Lord wherever He takes me. At my university, I was chosen by the Leadership Society and my professor as a leader in our class. I hope that I continue to lead by service on my team, in my class, and with my peers every day. As SLU has taught me, "Leadership begins at the feet of Jesus." *(customize with personal impact in your daily life and a leadership lesson from SLU)*

This summer, I have an unbelievable opportunity to walk where Jesus walked, to be baptized in Bethany beyond the Jordan, to give gifts to new Middle Eastern friends, to take communion at the Garden Tomb and remember Christ's body and blood shed for us on the cross, to go rafting in the Jordan River, swim in the Dead Sea, and be anointed at Bethlehem. This is SLU 401 in Israel. *(customize with program DETAILS, a few EXPERIENCES, and the DATES of the program)*

The entire cost of this trip is right around \$\_\_\_\_\_. I actually wasn't seriously considering going because the amount was so much and seemed impossible to raise, but as I was writing my SLU testimony the other day in an application to be an intern with this program, I was challenged by the Lord in my heart. He has provided time and time again through family, friends, and my church and blessed me overwhelmingly. Why shouldn't I trust Him to come through once again? *(customize with COST, how much you have raised so far if any, and then keep it personal)*

If you would please pray and consider giving any donation to further my fundraising, I would sincerely appreciate it.

If you would like a copy of my SLU testimony, or my 4-page journal from SLU 301 experience, please let me know at \_\_\_\_\_ or \_\_\_\_\_. On every SLU trip, I keep a journal every day detailing the events of the day: who I met, what I learned, where I went, etc. I would love to share these with whomever wishes to read them! *(customize with how you will follow up with them post-trip, and CONTACT INFO)*

Thanks for your love and support,  
*(Sign your name)*

*(Attach Sample Schedule or List of places you are going)*