

Friends of Luther North College Prep \$100,000 Challenge Roll Out

The Development Office will provide all materials, including postage, for each Team Leader

Process:

1. A teacher, board member, staff person, or other person contacts an individual who is currently involved with LNCP in some way, i.e. an alumni who has recently donated or a parent of a LNCP student
Example: A teacher identifies a small group of alumni who were all involved in a club the teacher sponsored.
2. The teacher makes contact with a member of that small group, uses the brochure to explain the \$100,000 Challenge, and asks the student to be a team leader.
3. The teacher and the Team Leader strategize on who else might be part of the team.
4. A team name is selected and the form in the brochure is filled out and returned to the Development Office to register the Team Leader and the Team Name.
5. The Team Leader then contacts the Development Office with a list of potential team members.
 - a. If contacting the potential team member by regular mail:**
 - 1) The Development Office will send a set of packets to the Team Leader for each potential team member
 - 2) Each packet will include:
 - a) short letter
 - b) brochure
 - c) response envelope
 - d) pre-addressed envelope, including postage
 - 3) Team leader is asked to write a short personal note on each letter i.e. "Hi Beth, It was great to talk with you the other day. So, glad you are willing to help be part of our team."
 - 4) Mail the packet with short note.
 - 5) Development Office will keep the Team Leader informed of the number of responses and the total dollars received toward the \$1,000 team goal.
 - 6) While no team leader will be financially responsible for making up any short falls, some may choose to do so.
 - b. If contacting the potential team member by email:**
 - 1) The Development Office will send the brochure file in a PDF format to the Team Leader

- 2) The Team Leader will be asked to send a personal email message explaining the Challenge and encouraging them to join the team
- 3) Development Office will keep the Team Leader informed of the number of responses and the total dollars received toward the \$1,000 team goal.
- 4) While no team leader will be financially responsible for making up any short falls, some may choose to do so.