Christmas Outreach Thoughts…

CHRISTMAS APPEAL LETTER IDEA FOR YOUR SCHOOL OR PRESCHOOL

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Soon everyone will be inundated with all of those red envelopes with little transparent windows showing our names. Why do all the charities and higher educational institutions use Christmas to raise money? Why? Because it works!

Many of our school “friends” are looking for year-end tax deductions. Give them an opportunity to support your school or preschool at this special, emotional giving time of year. A Christmas appeal letter is fairly simple to produce, it’s cost effective and it’s instant money to support your budget or a specific need.

What needs to be done?
1. Determine the theme of the letter
2. Common Christmas appeal themes include:
   Heavenly Angels – With Love at Christmas – Peace/Love/Joy –
   Sharing Our Gifts – Christmas Angels – Unto Us, A Savior –
   Christmas is for Caring – Celebrate the Joy of Giving – etc.
3. Decide on the use of the funds collected. Suggestion: make it non-restrictive so you can apply it where needed:
   School support - Student scholarships – or?
4. Arrange staff photo or children’s photo
   (a “staged” staff or child photo in a Christmas setting)
5. Mailing packet
   * Make it as personal as possible
   * Don’t use the typical #10 school business envelope. Purchase Christmas envelopes and stationary, or how about investing in eye catching clear or colored translucent envelopes?
   * Use a commemorative Christmas stamp – lots of color
   * Enclose letter
   * Enclose return envelope (printed with school name)
   * Maybe enclose a student made ornament
     (the size of a book mark or smaller – laminate – punch hole in end to hang on a Christmas tree)

Timing
Timing is critical. It’s paramount that the Christmas Appeal is mailed three days AFTER Thanksgiving Thursday due to the glut of mail. Every day in December that you delay mailing will only increase non-participation due to all the other appeals that everyone is receiving. Keep the date of mailing to before November 30.