

# Solicitation User Guide

Adjacent is a sample solicitation letter, this example should be used as a reference for what content should be in a letter to return the best results. This is not a template for you to use.

The structure of the letter needs to be put on organizational letterhead and can be organized in this order:

1. A brief introduction, yourself, the program and goals.
2. Statistics to show the magnitude of the problem (it can be both local and national)
3. Bring in a testimonial, the story of an individual you may be serving, or why you personally feel connected to supporting children on the spectrum (or impoverished kids, if no organization exists)
4. Ask them for support (The Power is in the ASK). If you do not ask, you will not get it. Be direct.
5. Contact information (this can also include the organization that you are partnering with if you communicate it to them in advance)

***GIVE TIME TO RESPOND. This is the most important aspect. Giving the letter 6 months in advance helps. The absolute minimum time to give is two weeks; however, this may significantly hinder the support. Organizations, especially larger chains, look at advanced notice as an indicator of success.***

A good solicitation letter will include the three major components of ethos, logos and pathos:

## **1. Ethos-** Define your credibility

- a) Do you have an organizational letterhead?
- b) Did you talk about the program?
- c) Did you run the program before? If not, what is your goal?
- d) Who are you partnered with?
- e) Do you have letters of support?
- f) Did you give them enough time?

## **2. Logos-** Provide logical reasoning why they should give

- a) Why is this important?
- b) How will this impact the community?
- c) How big is the program? Is the problem growing locally or nationally?
- d) Did you provide statistics and facts?

## **3. Pathos-** Persuade them emotionally

- a) Do you have a testimonial from a parent?
- b) Do you have someone that you are going to serve that you are excited to get to know?
- c) Do you or another brother have a strong connection and passion for the people you are serving?

214 Lewis Wharf  
Boston, MA 02110

October 31st, 1847

To Whom It May Concern,

I am the Philanthropy Chair for my Chapter of Theta Delta Chi Fraternity at Union College. One of our organizational tenants is to promote scholarship, leadership, and a responsible social life. In the spring of 2010 our chapter at Rutgers University took the initiative to start a mentorship program for male teens on the spectrum in their community. The program titled Bros UniteD (B.U.D.) partners the Brothers of Theta Delta Chi with local teens on the spectrum, usually in a three to one ratio. This service initiative is one that has since spread to Chapters around the country and was started by my chapter in 2018. Our Charge has partnered with the Schenectady Autism Alliance to run this program, they connect us to families in the community, train the brothers, and help us pick each semester's events.

This project is set up and run by the undergraduate students of our Chapter. As a men's social fraternity we believe we can support the Autism Community by setting up weekly events for the local teens to attend. Autism disproportionately affects males and a majority of the service providers are female. **In 2018 the CDC noted that 1 in 59 children had a diagnosis of autism spectrum disorder (ASD) by age 8, and boys were 4 times more likely to be diagnosed than girls (1 in 37 versus 1 in 151).** Our organization offers a fun relaxed setting where the big and little bros can engage in a social activity we plan.

As college students we have more time than money to support this program. We seek out funding from grants, donations, and our own Chapter dues. However as the program grows and our events become more ambitious we struggle to finance the project we envision. Ed Weaver a parent of the little bro wrote to us after the completion of the first semester of the program:

*"These exceptional young men volunteered significant amounts of their own personal time to organize/provide a program that allowed Cameron (and other boys) to practice social skills (in a safe environment) and feel genuinely accepted! Cameron looked forward to every Saturday with 'the Bros.' The Brothers provided him with an opportunity to further develop his confidence, self-esteem, and independence!"*

We are looking for assistance from all avenues to not only keep this program running but increase the number of little bros and add new types of events. We would love any assistance that you can provide. We are looking for art and craft supplies, food donations, free or reduced admission to events, monetary donations, or any type of service that can support our program. I have attached the calendar and items we need to make the events successful.

We thank you in advance for your consideration and any support you can provide. My phone number is 800.999.1847 and my email is [cfo@tdx.org](mailto:cfo@tdx.org), I would love to connect to discuss the program, how you may be able to support it, and our goals for this amazing service initiative run by the Brothers of Theta Delta Chi.

Respectfully,

Norm Hackett  
Philanthropy Chair for ΘΔΧ  
Union College