



ALLIANCE *Serve-a-Thon*

BRIDGING THE GAP BETWEEN TUITION AND THE COST OF EDUCATION



LET'S GET STARTED!

Serve-a-Thon is based on the idea that *people give to people*. Relationship-based giving is the most effective way to raise money. You are essential to making this year's Serve-a-Thon a success and it starts with your willingness to connect with people you already know.

- When making your list of letter recipients, be sure to include grandparents, aunts and uncles, other family members, coworkers, neighbors, coaches, friends, parents of friends, pastors and church friends, your doctor, your dentist, your attorney, your accountant, and your insurance agent.
- Don't send your letters to professors, churches, business owners, or companies, unless you have a personal relationship with them. sending a letter to a company or business, address it to the person you know there, and include a handwritten note.
- Don't be shy about asking for support. People will admire you for your commitment to your cause.
- Remember, you are not asking for money for yourself; you are asking your sponsors to join you in supporting an important cause. Most people would actually prefer to give money than to purchase something they don't really want or need.
- Start praying now about those who will receive your letters and texts and for the success of this year's Serve-a-Thon.

