

How-To: Letters and Contact Trackers

Letters, emails, and personal asks are **ALWAYS** the most effective fundraising method. Your letter is your opportunity to tell as many people as possible about your campaign - take advantage of it!

DEADLINE: Monday, December 1st at 5 PM

Contact Trackers

How many people should I put on my contact tracker?

In order to achieve Hall of Fame, you must include 300 addresses on your contact tracker. However, you may submit up to a total of 500 contacts - be strategic to take advantage of each one!

How do I fill out my contact tracker?

Here is a tutorial: <https://www.soyatl.com/faq-s-and-how-to-s>

1. Enter the first and last name of the recipient. See the chart below for examples
 - a. If you are sending a letter to multiple people, such as to the Kelce family, write "The Kelce" in the first name column and "Family" in the last name column. Or, if you are sending a letter to Mr. and Mrs. Kelce, put "Mr. and Mrs." as the first name and "Kelce" as the last name.
 - b. If you are sending a letter to people that live together and are unmarried or have different last names, put the first person's full name under that column with the word "and," and put the second person's full name under the last name column.
 - i. Example: first name column: "Taylor Swift and;" last name column: "Travis Kelce."
 - c. If you are not using the optional fields, this is what will go on the front of the envelope.

Here's a list of correct examples:

| FIRST NAME | LAST NAME |
|----------------------|------------------|
| Mr. and Mrs. | Kelce |
| Taylor and Travis | Kelce |
| Taylor Swift and | Travis Kelce |
| Dr. Taylor Swift and | Mr. Travis Kelce |
| The Kelce | Family |



2. The entire (number and road) street address goes in the first address column. If you are sending it to somewhere where multiple people work or live, such as a business suite or apartment complex, write the suite/apartment number in the Address Line 2 column.
3. Enter the city, state, zip code, and country of the recipient.
 - a. Abbreviate states. Please do not spell out states in the spreadsheets. Make sure that you capitalize the entire abbreviation ("GA" instead of "Ga").
 - b. Check that all zip codes are five digits. If you have zip codes showing up as four digits, check to see if the contact is in an east coast state (CT, ME, MA, VT). If so, highlight zip code column and right click. Select "Format Cells" and in the "Number" tab, select "Special" option and save. Add a "0" to the beginning of the zip codes with 4 numbers.
4. Optional customizable fields: see below.
5. Enter the address of the ONE co-candidate that will be receiving the returned envelopes with donations.

If a contact on your tracker is missing any of the above information, the address will be deleted and that individual will NOT receive a letter.

What are the optional customizable fields?

These fields allow you to make the letter customized to each person who receives it. You can customize the salutation, name of recipient, closing, and name of sender. In your letter, you indicate what you would like customized by including the column title and two arrows (example: <<Salutation>> <<Salutation-Name>>). On the tracker, you would fill in each of the columns depending on how you would like the letter to appear.

What happens if I don't use the optional customizable fields?

We recommend starting your letter with a greeting such as "Dear Friends and Family." Include the names of all co-candidates in the closing. We also recommend including the names of your parents or guardians in the closing – since you will be reaching out to many of their contacts and some may not know you, it will help to have a recognizable name on the letter.

Should I use the optional fields?

Ultimately, that is up to you. You cannot customize only some of your letters. **If you choose to customize it for ANY of your contacts, you must customize it for ALL of your contacts.** Example: Candidate is using a custom closing ("Love") for 10 letters to family members and would like the remaining 200 letters to say "Sincerely." The custom closing



column must be filled out for the entire list so that either Love or Sincerely will show for each entry.

Customizing for each contact will take an extensive amount of time. Filling out the contact tracker can be difficult, and your priority should be including as many quality recipients as possible – the more people that see your letter, the more opportunities for donations. Also, we have NOT seen a difference in the amount raised between teams that do or do not customize their letters.

Why does my contact tracker have yellow on it?

Leading up to the deadline, Blood Cancer United staff will periodically open your contact tracker and highlight where there is missing information. Prioritize filling in these fields – any addresses that are still highlighted and left incomplete will be deleted from the final mailing list.

Letters

How do I write my letter?

We have many, many templates and examples available on our [website](#) (PW: SVOY2026). If you are a legacy team, you can ask your previous candidates to see their letter, as well. If not, ask if your mentor would be willing to share theirs.

It is crucial to include your “WHY” in your letter. You want your donors to understand your passion and commitment to this cause, and you want them to know why it deserves their support. Also, include your goal. This shows that you are reaching big, and it excites donors to know that they’re helping you achieve something huge!

You should also include a photo or two to give a face to your campaign so that you are recognizable. Your “Signing Up to Save Lives” photo would be perfect for this! It can also be powerful to include a photo connected to your Why. For example, if your grandmother is a cancer survivor, include a photo of the two of you together. Or, add a photo of our Honored Hero and share his story.

Blood Cancer United Staff will put in your team’s fundraising link, as well as a QR code that goes directly to the team’s page. We are NOT able to include each individual candidate’s link. Donations received will go toward the team’s cumulative total.

Who should I send my letter to?



EVERYONE! However, since you can only send 500, be intentional about those contacts: although it can be fun to track down company addresses, you're taking up a space that could be used for an actual potential donor. Also, if you know that a team member is going to be sending a letter to someone that they know well, consider taking them off of your list – they may be more inclined to give a larger donation to one person that they know well, rather than a couple of smaller donations to people that they don't.

Brainstorm! Some great ways to find recipients includes:

- Neighborhood or school directory
- Christmas/Holiday card list
- Parents' friends, coworkers, and former classmates
- Anyone who is connected to your WHY (ex: *If your WHY is your aunt's passing, consider sending it to some of her friends who may also want to honor her*)

Any addresses of large corporations (i.e., Nike, Google, etc.), celebrities (i.e., Taylor Swift's record company), or well-known landmarks (i.e., the White House) will be deleted from your tracker and NOT count towards your Hall of Fame total. However, if you do know one of them personally, let your manager know and we will keep the address in your tracker.

What should I call the organization? What if some people don't know about the name change?

You should never use "BCU" or "BCUnited" in your letter. When you first name the organization in your letter, you can say "Blood Cancer United, formerly known as The Leukemia and Lymphoma Society." Also, make sure that you use the full name of the campaign (Student Visionaries of the Year) rather than "SVOY."

Example: "I am a candidate for Blood Cancer United's, formerly known as the Leukemia and Lymphoma Society, 2026 Student Visionaries of the Year campaign."

Everything Else

How do I submit my letter and contact tracker?

The deadline for submissions is **Monday, December 1st at 5 PM**. We cannot accept any letters or trackers after this point. Blood Cancer United staff will download your letter and tracker directly from your Google Drive folder at 5 PM.

If you finish early, even better! Let your manager know once you have finished your letter or tracker and email it to them directly. If you finish your letter before your tracker, you can submit that early on its own.



What do I do if I have questions?

- Email Sofia Gonzalo at sofia.gonzalo@lls.org.
- Check out the tutorial and other instructions available on soyatl.com.
- Ask your mentor!

Any other tips?

Proper punctuation, dates, spelling, capitalization (especially for names on the tracker), and grammar are KEY! You want to appear professional and knowledgeable. Also, everyone who receives a letter should still receive your Kickoff and weekly emails. They may have lost the letter and fundraising link or forgotten they received it, and you want to update them on your progress!

