

APPLY YOURSELF!



**FLORIDA
COLLEGE APPLICATION WEEK**

2017 SITE COORDINATOR TOOLKIT



research • communication • advocacy • support



BUSINESS OUTREACH

This section will help you:

- Identify supplies you need for your event
- Identify local businesses that may provide donations
- Reach out to prospective donors

BEST PRACTICES

Finding Donation Sources

- Ask around your school community, planning committee, etc. to see if there are established connections to local businesses
- Identify businesses/individuals that have donated in the past. That said, be careful not to constantly ask the same donors
- Remember that parents or faculty may be willing to donate

Here's a Tip!

Check with your supervisors to determine who should take charge of soliciting donations. This might be a good role for someone on your planning committee

Tips for Approaching Businesses

- Call ahead to schedule a time to speak with the manager in person
- Bring a Donation Request Letter to the meeting
- Be specific about what you're seeking (gift cards, food, etc.)
- Consider inviting the business's employees to volunteer

Thanking Your Donors

- Consider acknowledging donors as event sponsors
- Send the Sponsor Thank You Letter to thank sponsors for donations, and to highlight the event's success

Business Outreach Phone Script

Hello. This is **[NAME]** from **[HIGH SCHOOL]**. I help support the Apply Yourself Florida event at our school, which aims to help high school students understand and complete college applications.

Do you have a moment to learn about this initiative and how I hope **[BUSINESS NAME]** can help more students in our community get to college?

Apply Yourself Florida is a statewide initiative that encourages graduating seniors to complete a college application. We're particularly focused on low-income students, first-generation college-going students, and students who would have not otherwise considered college.

Our goal is to help these graduating seniors navigate the college admissions process during the week of **[EVENT DATES]**.

High schools participate in this initiative for free, and we hope to keep it that way. In my role as the **[HIGH SCHOOL]** site coordinator, I'm reaching out to local businesses to ask for your support.

Would **[BUSINESS NAME]** want to support our school's Apply Yourself Florida event?

[Based on response, make your recommendation of general support or a specific type of gift.]

Thank you for your **[DONATION/TIME]**. We very much appreciate your support for our students, and all you do for the local community.

Donation Request Letter

Dear **[BUSINESS]**,

This year, **[HIGH SCHOOL]** will be holding **[NAME OF EVENT]**. This initiative is part of a statewide and nationwide effort to increase the number of first-generation and low-income students pursuing postsecondary education. The event helps high school seniors navigate the complex college admissions process and ensures that every graduating student applies to at least one postsecondary institution (2-year or 4-year college, certificate program, or vocational school).

On **[EVENT DATE(S)]**, all graduating seniors will be encouraged to apply for admission to at least one vocational school, college, or university. We will open our computer lab to students to complete applications. Volunteers from the school and community will be on hand to help students through the process. **[CHANGE/ADD TO REFLECT DETAILS OF YOUR EVENT.]**

We respectfully request a donation of **[SUGGESTED DONATION]**, which will be used **[PURPOSE OF DONATION]**. Your donation will help our school celebrate the college-going process for our students and will remind students of the support they have in their community.

If you are able to assist us in this effort, please contact me at **[PHONE NUMBER]** or at the address listed above no later than **[DEADLINE]**.

We appreciate your continued support.

Thank you!

[SITE COORDINATOR NAME AND TITLE]

Sponsor Thank You Letter

Dear **[SPONSOR'S NAME/BUSINESS NAME]**,

On behalf of **[HIGH SCHOOL NAME]** I would like to personally thank you for your **[donation/gift of X]** to support our Apply Yourself Florida event. This event could not have been a success without your contribution and the help of many others who volunteered their time or resources.

During our event, **[NUMBER OF SENIORS]** completed **[NUMBER OF APPS SUBMITTED]**. Our seniors are one step closer to actualizing their dreams of attending college!

[Summarize events or include any press coverage]

Once again, **[HIGH SCHOOL NAME]** thanks you for your contribution towards a successful Apply Yourself Florida event! We truly appreciate your commitment to our students, and hope to work with you again.

Sincerely,

[NAME]

[TITLE]