

SCA's Sponsorship Program

- This year individual donors will contribute **\$2.5 million to support all of SCA's programs across the country**, including those that each of you will lead this year.
- **Contributions are used to** cover the required "cost share" of our fee for service partner agreements.
- A long-standing tradition that has spanned three decades is SCA's Sponsorship Program.
 - All individual supporters who contribute \$250 or more are matched with an SCA member in the field.
 - We then ask each member to write a letter to their sponsor with reflections of their SCA experience and a word of thanks.
 - These letters are the real deal as they are mailed directly to donors from the field (i.e. not through an SCA office).
- **So why do we do this?**
 - It is great to have our members thank those that made their SCA experience possible
 - It is a great way to tell a very generous donor how their gift was used and the value of their investment in SCA
- **So, how does this work and what are crew leaders responsible for?**
 - You will receive a package from Donna Gobin in SCA-New Hampshire before the conclusion of your program. In it you will find:
 - A list of Sponsors and their mailing addresses and the name of the member on your crew that they are matched up with
 - Stationary to write the letters
 - Postage-paid envelopes to send the letters directly to the Sponsors
 - You will need to find about an hour to gather your crew, explain how the program works and give them time to write their letter.
 - The letters will need to be inserted in the right stamped envelope and then you will need to mail them.
 - Simple!
- **What happens when a donor gets a letter?**
 - Magic!
 - They love hearing from SCA members
 - They renew their support year after year and many increase the size of their contributions
 - Some will establish lasting correspondence with their member!
 - It is by far the best way to tell our donors how much we appreciate their support and what the real value is of SCA.

Many thanks for all you help in keeping this SCA Tradition Alive!