

# SNOWBALL EXPRESS

Inside  
info  
on the  
Junior  
Civitan

## Sno-Do

Hey,  
It's Rocky!  
I'm up here and  
ready to go!



Jan 29 to  
Feb 2, 2010

From:  
Mary M. Luck  
Vice President  
Conventions,  
Campus and Youth

\$10,000 \$15,000 \$20,000 \$25,000 \$30,000 \$35,000 \$40,000 \$45,000 \$50,000 \$55,000 \$60,000 \$65,000 \$70,000

September 8, 2009

## Get Ready, Get Set...Let's Go to Sno-Do!

Welcome to the first 2009-10 edition of the now famous **Snowball Express** newsletter. We have received all the names of this year's participants and everyone has received a Sno-Do Kit. Be sure to read each issue of the **Snowball Express** so you will stay informed on the progress of this year's event. Also, watch **Rocky** on the snowmobile. He will move along the trail to show each of you how close we are to our goal. Last year **Rocky** avoided a big run in with the snowball. That's not to say that **Rocky** wasn't in danger several times and would greatly appreciate your help in avoiding those "close calls" this year. If you are just now thinking about soliciting donations and pledges, **you are behind**. It is time to shift into overdrive so **Rocky** will quickly glide toward our 2010 goal of 57,000! To help in soliciting donations from Civitan and

Junior Civitan clubs, you will receive mailing labels with your next **Snowball Express**. Also, sample letters are located in your Sno-Do kit. I hope by now you've contacted all businesses in your area and are collecting donations. When visiting businesses, don't forget to take your Research Center Achievements booklet and some brochures explaining the event, along with donation forms. We have enclosed a new Research Center Achievements booklet, so make use of it! Send us your tally sheets at the end of each month, enclosing all the money you've collected so far. Also, send your district chair a copy. If you have any questions, please contact International immediately. Seriously, if we **do not** hear from you, we will assume you are on your way to meeting the goal set for you. Remember that the Civitan staff, as well as your district chair, are always here **to help!**

Over →



Snowmobile Club



Civitan  
International  
Research  
Center



## Helpful Hints

▶ Ask all the Junior Civitan clubs in your district to collect donations from the local businesses visited frequently by the club members. And ask them to hold a local fund raiser specifically to benefit our Civitan International Research Center and you through the Sno-Do event.

▶ Go by the Chamber of Commerce and pick up a list of the local merchants and the names of the managers. Then you will know who to ask for when approaching each business.

▶ Check with the members of your sponsoring Civitan club. Many of them are associated with businesses or corporations who can help in seeking donations. Plus, each of them may help you towards your goal by contributing \$10 or \$25 as individual donations. Be sure to approach them at an ideal time.

Also, be sure to ask for large donations from businesses and corporations!! Advertise our Miracle Maker Certificate and Plaque for businesses making large contributions. Let your community and others know that any business donating \$1,000 or more receives a beautiful engraved Miracle Maker Plaque that you will present to them. If they contribute under \$1,000 but over \$100, they will receive a Miracle Maker Certificate for their support.

## Helpful Hint From Rocky

**REMEMBER:** Appearance, good knowledge of the event and who the funds are benefiting are very important when approaching businesses and corporations. Always put your name, address and phone number somewhere on the Sno-Do brochure. It may be beneficial in case someone decides to make a pledge at a later date.

**In a Little More Than Three Months, You Must Have Collected  
And Turned In the Minimum \$1,750 to Attend Sno-Do!!!!**

**LOOKING FORWARD TO RECEIVING YOUR SEPTEMBER TALLY SHEET!!**

### **Persuading People To Donate**

"People give only to people."

Barry Nickelsburg, executive director of the Funding Center, Inc. in Alexandria, Virginia, calls that the first rule of fund raising.

You can write a good proposal, according to Nickelsburg, but the donor must be able to tie it to a name, face and voice.

Without that the chances you'll get the funds you seek are slim. Other Nickelsburg nuggets are:

- ▶ Talk about your organization in positive terms.
- ▶ Say "will," not "would." That shows you believe the project will succeed.
- ▶ Build up your organization but don't demean the competition.
- ▶ Persuade donors that when they give you money, they act in their own best interest.
- ▶ Set your sights high. It is as easy to raise \$1,000 as it is to raise \$100.

**Take Note:** Nickelsburg says about 30 percent of those who got grants last year failed to thank the donor.

**Become a Member of the  
Sno-Do Round Tuit Club!!**



**Raise \$500 In Donations Outside Junior  
And Senior Civitan By The Sno-Do  
Event Date To Receive  
This Special Recognition.  
So... Let's All Get A Round Tuit!**