



LP



THE LETTER PROJECT CHAPTER GUIDE

WWW.THELETTERPROJECT.ORG

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*** A NEW
THE LETTER
PROJECT
CHAPTER!***



“

"It brought me the greatest measure of joy. To know that I am loved and that these girls spent time sending me letters. It was so uplifting."



OUR MISSION

The Letter Project is a faith-based 501(c)3 non-profit organization. We are dedicated to empowering women and girls through handwritten letters.

Our goal is to ensure that girls everywhere feel seen, heard, and understood.

Our mission is to invite women into a community that builds each other up and encourages them. We believe that we're all in this big, beautiful world together.

OUR VISION


To inspire and embolden
girls & women through
handwritten
encouragement.





OUR CORE BELIEFS


**Every girl matters,
no matter her history,
circumstances, or background.**



In a world with so many divides, our goal is to create more unity among women. No matter where we've been, by building one another up, we'll be more confident, empowered and able to move forward in a positive direction.



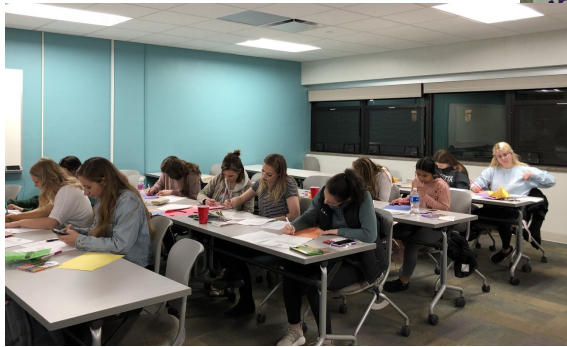
**Every girl is good enough
and deserves to feel heard,
seen, and understood.**



In our social media-driven world, girls receive hundreds of messages each day reminding them they need to be thinner, smarter, prettier and overall better. Our goal is to flip the message: you are already enough, just as you are.



TLP CHAPTER BENEFITS



- Work alongside a 501(c)3 nonprofit
- Empower women & girls worldwide
- Make a lasting positive impact
- Create an empowering community of women supporting women

**SOUNDS GOOD?
READ ON.**



CHAPTER EXPECTATIONS

GENERAL

- If necessary, follow university procedure to register your chapter on campus (student-led process, but the TLP team is happy to support!)
- Create a chapter social media page

MARKETING

- ≥ 2 social media posts per week
- Social media takeover with national TLP

EVENTS

- ≥ 1 Write Night per month
- 2 fundraisers per school year

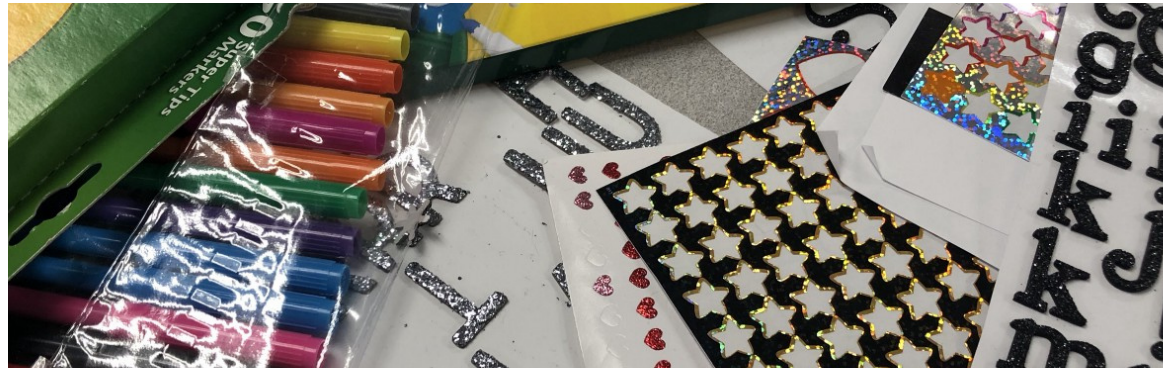
THROUGHOUT EACH MONTH

- Promote The Letter Project
- Engage with like-minded organizations

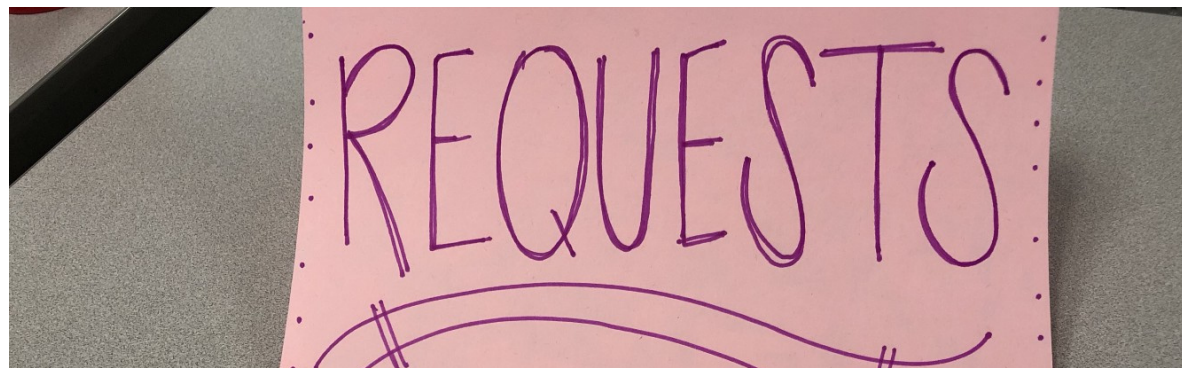


EXISTING TLP CHAPTERS





into THE NITTY-GRITTY



NEW CHAPTER PROCESS

1. A representative of the prospective chapter indicates their interest by sending an email to hello@toloveourselves.com.
2. Within 2 weeks, a TLP representative will send additional information and documents to assist in the university organization registration process.
3. TLP will help the chapter in setting up its first Write Night.
4. From there, TLP will support the development and growth of your chapter and watch as you flourish!



BEST PRACTICES

The chapter at Indiana University has an **ambassador program** to shadow the current executive board for better turnover/transition. This process has helped to streamline the information and experience between the incoming and current exec, as well as give more women the opportunity to be more involved with TLP.

Encourage members to become **letter writers** independently to support women and girls outside of TLP chapter meetings or Write Nights. This creates an individual connection to the mission and allows members to gain experience with the process.

Partner with **like-minded female-centric** organizations on campus or in the community for public Write Nights or fundraiser events. The Letter Project is for women of all ages, so consider partnering with sororities, professional women's organizations, groups of mothers, bible studies, and others to spread the love.



PROSPECTIVE LEADERSHIP STRUCTURE

PRESIDENT

- Obtain & mail letter requests for meetings
- Send bi-weekly emails to members or forward TLP national newsletter
- Manage student organization forms/roster

VP OF CONTENT

- Create slide decks and themes for each Write Night, event, or meeting
- Contact local businesses for sponsorship, fundraising, and events
- Bring writing supplies to meetings

VP OF OUTREACH

- Maintain all chapter social media and communications platforms
- Post 1 image to Instagram per week & tag TLP
- Take photos at events for social media and promotion
- Create promotional materials for large-scale events

VP OF OUTREACH

- Register TLP meeting times and locations each semester
- Work with campus for compliance w/ university policy
- Ensure current writers are registered with TLP



WRITE NIGHTS

At the core of The Letter Project are handwritten letters, often written during "Write Nights." Many Write Nights worldwide are hosted by college women.

Typically, college chapters will include a "Write Night" as one of the activities at their monthly meetings. To host a Write Night, you fill out the form on The Letter Project website and TLP will communicate with you directly to coordinate.

A representative of your chapter will select the recipients for the group to write to and that representative will coordinate mailing them to the appropriate recipient following the event.

The Letter Project will offer sample template slide decks, sample promotional verbiage, and social media templates for hosting. Pending availability, TLP can send a representative to speak virtually to the group.



HOW TLP WILL SUPPORT YOU

- Semesterly (2x/year) virtual meetings with all TLP chapter leaders
- Provide a shared resource folder with template social media, email verbiage, slide presentations, and best practices.
- Share & promote your TLP fundraisers
- Annual check-in calls
- First dibs on fundraisers & national events



follow us:
@TOLOVEOURSELVES



QUESTIONS & ANSWERS

DOES IT COST ANYTHING TO BECOME A CHAPTER?

No! There is no "membership fee" to be associated with The Letter Project. The only "costs" associated with a chapter are in regard to what your specific chapter does with events and fundraisers. Chapters can elect to charge an optional membership fee for members (\$10 covers the cost of one letter bundle).

WHAT DOES MONEY WE FUNDRAISE GO TOWARD?

Your chapter can choose to fundraise at a local level or for The Letter Project. Fundraising locally would be able to cover the cost of items including pens, markers, paper, postage, food, door prizes, etc. to enrich your chapter and its letter writers. Donations to TLP will support the letter bundles themselves (\$10 each) and allow us to distribute more letter bundles worldwide.

HOW ELSE CAN WE SUPPORT TLP?

Sharing TLP via word of mouth and social media does wonders for our organization. We gratefully accept in-kind donations for items such as stamps and cards and product donations for fundraisers. Being a letter writer is the single most important way you can advance our mission.



YOU IN?

SEND AN EMAIL TO
HELLO@TOLOVEOURSELVES.COM
TO GET STARTED!

