



TAMU SOFC 125 John J Koldus Building, Mail Stop 1236 Slot #710 · College Station, TX 77843-1236 · (979) 862-1785
hcamp-ff@dsa.tamu.edu

July 26, 2011

Howdy,

First, we would like to thank you for your time and interest in learning more about Howdy Camp 2012 and how you may become a part of it. Howdy Camp is a student-run extended orientation program for new Aggies planning to attend Texas A&M University in the spring semester. This organization has aided approximately 2,200 students during their transition into their lives at A&M. Howdy Camp is open to all students who enroll for the spring semester; which includes: transfers, new freshmen, and students who have not had the experience of an extended orientation program. We serve all those who want to learn more about A&M and its traditions and spirit.

Current students serve as counselors for the campers at Howdy Camp. They share their personal experiences about college life and actively encourage campers to interact with one another so that by the end of camp, they will be comfortable with their transition to such a large university and have an extensive network of friends and resources before classes begin. Counselors also become mentors and friends to the students at camp and continue to stay in contact with their campers long after Howdy Camp is over.

Howdy Camp is funded completely through registration fees paid by all campers and staff, as well as through fundraising activities. In an attempt to lower the cost charged to campers, and to maximize the amount of time our staff devotes to schoolwork and programming, we focus on fundraising through a variety of methods, including donations. Some items we are able to purchase with donations include:

- Campsite facilities
- Transportation to the campsite
- Meals while at camp
- Training materials to adequately prepare Howdy Camp staff before camp begins

Howdy Camp would like to invite you to become a **DONOR** for Howdy Camp 2012. We appreciate any financial support you are able to offer to continue the future success of Howdy Camp. We have many ways to thank our donors; those are listed below the sponsorship levels on our donation Form. As a donor for Howdy Camp your name, logo, and link can be on our website, on our camp shirts, and on all of our camp promotional materials. Please see the attached donation form for more information. As a donor for Howdy Camp your name, logo, and link can be on our website, on our camp promotional materials distributed to hundreds of students per year, and on our camp shirts which will be worn around campus in front of 46,000+ students.

Sincerely,

Howdy Camp Director Staff 2012
hcamp-ff@dsa.tamu.edu
<http://howdycamp.tamu.edu>

HOWDY CAMP 2012 DONATION FORM

STEP 1: Indicate your donation level

Note: All items in higher levels include the incentives of lower levels

- **Endowment Sponsor:** \$25,000 monetary donation
Endowment Sponsors will have their name listed as the endowment sponsor with the Texas A&M Foundation and will be perpetually recognized as an endowment sponsor of Howdy Camp. Endowments facilitate the longevity of camp by providing a steady income for future camps.
- **Camp Sponsor:** \$20,000+ monetary donation ****ONLY ONE per year****
Camp sponsors will have their name/logo listed on all camp advertisements, correspondence, and camp T-shirt as the Howdy Camp 2012 sponsor
- **Platinum Donor:** \$5,000+ monetary or product/service donation
Platinum sponsors will be allowed to have a representative attend camp, and certain camp events leading up to and after camp
- **Gold Donor:** \$1,000 monetary or product/service donation
Gold sponsors will have their logo/name included on all Howdy Camp marketing material distributed to all new students for Spring 2012
- **Silver Donor:** \$500 monetary or product/service donation
Silver sponsors will have their logo/name and website link listed on the Howdy Camp website for 1 year
- **Donor:** \$150 monetary or product/service donation
Sponsors will have their name on Camp T-shirt, will receive a shirt
- **Friend:** \$0-\$100 monetary or product/service donation
Donors will receive a certificate of appreciation.
- **Other:** Howdy Camp welcomes any donations that will help to offset our camp expenses

STEP 2: Select Payment Option

Option 1:

*Tax-Deductible Donations

If you would like your donation to be tax-deductible, please make check/money order payable to:

Texas A&M Foundation

In the memo line, indicate the following:

Howdy Camp – (SOFC 956390)

Mail Check to:

Texas A&M Foundation
401 George Bush Drive
College Station, TX 77840-2811

**The Texas A&M Foundation will deduct 5% of your donation to cover their processing expenses.*

Option 2:

Non Tax-Deductible Donations

If you would like your donation to be **NON** tax-deductible, please make your check payable to:

Howdy-Camp

Mail Check to:

Student Organization Finance Center
Texas A&M University
125 John J Koldus Student Services Building
Mail Stop 1236
Slot #710
College Station, TX 77843-1236

If you would like to donate to a specific camp, please indicate the color of the camp that you wish to donate to in the memo.

BY THE NUMBERS

As an organization we value our sponsors a great deal and as always promote and support them in any way we can, some of those ways are quantified below.

Camp Organizational Structure:

- Camp participants: 200
 - *All camp participants receive a folder with coupons and promotions from our sponsors*
 - *Camps always meet after camp ends, and are encouraged to frequent places that have sponsored us*
- Staff: 60
 - *Each camp has dinner before our weekly meetings and are encouraged to go to our sponsors*
- Advisors: 2

Demographic breakdown:

Age:

- 15-20: 25%
- 20-30: 70%
- 30+: 5%

Gender:

- Female: 58%
- Male: 42%

Administrative Numbers:

- T-Shirts: 250 / **600 if camp sponsor**
- Letters to prospective students: 900
- Emails to prospective campers: 1250
 - *Note: the above do not account for the parents and families who will also see the letters and promotions*
- Hits on our website annually: 1700
- Camp correspondence and documents: 2500
- Advertisements around campus are viewed by 46,000 students and all visitors to campus will see our computer advertisements on the university lab computers.