



# Letter-Writing Campaign Tips

It may seem old fashioned but a letter-writing campaign is still a great way to get the word out about your fundraising and to ask for donations. Here are some tips:



Write a letter asking friends, family and co-workers for donations to help you support world-class cancer care in your community. Include the reason(s) why you are WALKing and how their donation can make a difference. If possible, include a photo of yourself from a past WALK to make the letter even more powerful.



Print a donation form and include it with your letter so the donation is properly credited to your fundraising efforts.



If possible, include a self-addressed, stamped envelope to make it easier for your donor to drop a check in the mail.



Use your sphere of influence - think about the people you interact with regularly and ask them to support your fight against cancer.



Most important - thank, thank, thank! Always thank your donors as soon as possible after you receive their donation. And if you can, let your donors know throughout your campaign how you are progressing towards your goal.