

Ideas for Letter Writing Campaign

WHOM TO CONTACT

- Everyone you know
- Anyone YOU give \$\$\$ to – doctor, dentist, chiropractor, health club, hair dresser, friends and relatives who have asked you to donate to their causes ...
- Don't make up people's mind for them - don't assume that someone won't want to give (for whatever reason)

PERSONAL ADVOCATE

- Ask a close friend or member of your family to fundraise on your behalf. Arm that person with extra copies of your letter and sponsorship form.

THE LETTER

- Include a self-addressed envelope
- Stress your personal connection to lung disease and transplantation
- Ask if they have anyone they would like you to run or walk for
- Emphasize that **Second Wind** uses all of its funds to help transplant patients
- Emphasize that 90% of Lung Walk funds directly assist transplant patients
- Raise awareness – the message is important even if they can't give at this time
- Ask them to be an Organ Donor, sign their driver's license, and the donor registry.

EMAIL

- Email is OK – you don't have to have a perfectly printed letter in a hand addressed envelope – many people prefer email
- Embed your sponsorship form in the body of the email so that sponsors can reply electronically.

SETTING YOUR GOAL

- Don't advertise the minimum that you've committed to raise – instead say, "My personal goal is to raise \$x,xxx", where that amount might be double or triple the minimum

THE SPONSORSHIP FORM

- Set a deadline – give them 3 weeks (NO MORE!)
- Use a different set of suggested \$\$\$ amounts for people that you expect will give more generously (i.e., have two sponsorship forms with differing amounts on them, depending on the recipient)
- Don't be afraid to think big – start with \$35 instead of \$25, for example
- The SECOND item in the list for suggested amounts is the one most likely to be selected, so don't make it too small

Ideas for contribution amounts

- Use interesting amounts for the suggested contributions – for example:

- [] \$25.00 Five times the K's I will walk on walk day
- [] \$28.00 The number of lace holes in my walking shoes
- [] \$50.00 Celebrating 50 years of transplantation
- [] \$55.95 Address of the Forest Park Visitor Center (5595 Grand Dr.)
- [] \$70.00 The predicted temperature on walk day - 70°
- [] \$500.00 The expected number of walkers

MATCHING FUNDS

- Talk up matching funds – maybe their or their spouse's company does matching funds
- Help with the completion of the form. Submit the completed form to the walk chairperson for them
- Research what companies have matching funds programs

FOLLOW UP

- Don't assume that no word means no money – people procrastinate, forget, and need a nudge
- After two or three weeks follow up with a postcard or phone call
- After three weeks send an update that includes "The deadline has been extended!"