



FOUR SEASONS PARKWAY RUN & WALK

Benefiting Cancer Research at The Children's Hospital of Philadelphia

Letter Writing

Here's a great way to raise a lot of money in a short period of time. Participants have raised upwards of \$12,000 utilizing letter writing campaigns. Six weeks prior to the Four Seasons Parkway Run/ Walk for Children's Cancer Research, set aside a few hours one day and you can have it all done.

Compose a one-page letter:

Write your own as if you are sending it individually to a close friend.

Begin the letter with a quick apology for the impersonal nature/include a preface that as a friend, you thought they would be interested in this important cause.

Balance fact with feeling. Include what the Four Seasons Parkway Run/Walk for Children's Cancer Research is (fact); why you are involved/what it means to you (feeling); remind them to seek a company gift match if offered (fact).

Early on, make the ask. Don't limit your donors, but ask for a specific range. Ask for, "\$10, \$20, \$50 or whatever your budget will allow."

Give a deadline for response. People tend to respond when there is a sense of urgency. Tell them to write the check to The Children's Hospital Foundation/Parkway Run and send it to your address, or they can visit your team fundraising page if you created one.

Send it to EVERYONE you know! For the e-mails, blind copy (bcc) them all. They don't need to know who else is receiving your note. This can result in more than 100 e-mails.

Include a self-addressed stamped envelope. People are more likely to send a donation if you make it very easy for them.

Address envelopes for everyone who will not receive an e-mail. This is a great activity to do in front of the TV.

Copy the letters and before stuffing into the envelope, handwrite in colored ink, on the top of the letter the person's name and a quick line, "Hope you can support me." Sign it to add the personal touch.

Mail the letters and watch the donations roll in!