



10 KEY STEPS IN A FUNDRAISING LETTER OR E-MAIL WRITING CAMPAIGN

1. Write the letter/e-mail. Say what you are doing and why you are doing it. Tell your personal story and make it clear why the **Hemophilia Walk** is important to you and your family.
2. Mail /e-mail it to family members, friends, co-workers and business associates (try using your holiday card mailing list) 3-10 weeks before the walkathon.
3. Enclose a copy of your walker pledge sheet with your personal pledge on it so everyone knows that you are personally contributing to the cause you are asking them to support.
4. State your personal fundraising goal in your letter/e-mail. The higher the better!
5. Include in your letter/e-mail some information on the important research that the **National Hemophilia Foundation (NHF)** is funding.
6. Be sure to say that donations are tax-deductible and that checks should be made payable to your local chapter.
7. Be sure to say that you would like the donation mailed to you by the date of the Walk so you can turn it in then. Also make sure your mailing address is highlighted in the letter. Or better yet, enclose a pre-addressed return envelope if possible. (Donations should be returned directly to you so you can keep track of your supporters and personally thank everyone after the Walk.)
8. Remember to include on your mailing list any vendors, consultants and business people with whom you or your spouse may work. These people tend to make larger donations since they often will make them from their business checking account rather than from a personal checking account.
9. Be sure to send thank-you notes after the Walk to everyone who sponsors you.
10. Remember, the more people you mail/e-mail to, the more money you will raise for NHF's programs and research.