

## LETTER WRITING

### 10 Steps to an Effective Letter

1. 1) Create a list of **EVERYONE** you know. Do not say “no” for anyone – send them a letter and let them decide. Remember to include those you write checks to (i.e. Dentist, Doctor, Lawyer, etc.).
2. 2) Share the amount you are fundraising. Put what your personal goal is into the letter.
3. 3) Don’t diminish your request by being apologetic or by saying something similar to “I hope you can donate something.”
4. 4) If mailing hand address the outside envelope. If emailing start with each individual’s personal name.
5. 5) Hand sign each letter. Write a short personal note to those you don’t see regularly (i.e. “Mary, I hope this email finds you well.”).
6. 6) Include information about why you are doing this marathon and any personal story.
7. 7) Include a return envelope for them to send their donation to you. Label them with your address. It is nice to include a stamp on the return envelope. On-line donation’s are clear and easy for donations.
8. 8) Include your personal Team Ann’s Hope website address in the letter. The easiest way is to have them go to the website and enter your last name.
9. 9) State in your letter that all donations are 100% tax deductible and that all proceeds go to melanoma cancer research.
10. 10) The most important rule: **put your HEART into the letter!** Tell them why you are doing this! Don’t include too many facts and figures – instead include your personal story of why you have taken on this task. Someone will donate to you because they know you and want to get behind your reasons for doing this.

**SAMPLE:**

Dear \_\_\_\_\_,

On October 7th, 2012 I will be running the Milwaukee Lakefront Marathon for a reason much more important than the personal challenge of completing a 26.2 mile marathon.

As a member of Team Ann’s Hope, I have pledged to run on behalf of (place patient hero name/info here) to help raise money for melanoma research and education programs.

As you may or may not know, melanoma is the Melanoma is the most common of all cancers in men and women ages 20-29, and it is the fastest growing cancer in the United States. If untreated and allowed to spread, there is no known treatment or cure for melanoma. Ann’s Hope Foundation has given away \$900,000 in research grants to support ground breaking clinical trials trying to find a treatment for advanced melanoma cancer.

Research is critical and essential to find treatment and a cure for melanoma. I have committed to helping advance science and research through fundraising for Ann’s Hope Foundation. My goal is to raise \$\_\_\_\_\_ by August 31st, 2012. Won’t you please complete the enclosed donor form and show your support. All funds raised support melanoma cancer research. In doing so you will be supporting The Ann’s Hope Foundation mission: is to raise awareness of the dangers of melanoma cancer and to raise the level of research , early detection, and prevention efforts in the community. With the generosity of people like you, there is every reason to believe that treatment and a cure is in sight!

Thank you for your consideration!

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## GREAT FUNDRAISING IDEAS!

- **“Extra Change”:** Place a bowl in a common site with a label stating how their extra change can help out Ann’s Hope Foundation.
- **Raffle Ticket Drawings:** For a suggested dollar amount, the donor is entered into the raffle to win gift certificates, movie tickets, or the prime parking spot at the office. Local businesses may donate these items if you ask.
- **Have a Used CD or Book Sale.**
- **Food & Beverage Sales:** This may include cookies, donuts, cheesecake, bagels, popcorn, candy, muffins, hot dogs, pizza, ice cream, smoothies, hot chocolate, boxed lunches, etc.
- **Cookbook Sale:** You and a group of friends can combine all your favorite recipes and make a book to sell in the neighborhood!
- **Host a Themed Party:** Ideas include fun themes like: Academy Awards Party, Holiday Party in July, Costume Party, Luau, Murder Mystery Party, Pampered Chef, Ornament Exchange, Pool Party, Tupperware Party, Vegas Night, etc.
- **Live, Silent, or Online Auction:** Try auctioning off a bachelor/bachelorette at a local bar or auction off items at a happy hour!
- **Answering Machine Message:** Change the message on your voicemail to encourage friends and family to help you fight blood cancers!
- **Garage Sale/ Children’s Clothing Sale:**  
Collect old “stuff” from friends and family. Auction the items off on eBay, or hold a garage sale. Have Ann’s Hope Foundation signs displayed to make sure donors know the proceeds are going to your team.
- **Host a Poker Tournament:** 50% of the proceeds goes to the winner, 50% goes to your fundraising. Be sure to include plenty of opportunities to “buy back in” once somebody drops out.
- **Dunk Tank or Pie Throwing Event:** Set up a dunk tank at the local fair carnival and have the donations go to your team.
- **Cook Off:** This may include a Chili Cook Off– organizers can charge an entry fee and a donation to your team to cast a vote.

- **Casual Day:** For a \$5 donation, employees can dress casually on a designated day. For a \$20 donation, employees can wear jeans or dress casually each Friday of a designated month. Other ideas include flip flop day or hat day.
- **Ask for Donations:** Don't forget that you can ask others to give donations to sponsor your walk. Try asking your dentist, dry cleaner, hairdresser, pharmacist, doctor, real estate agent, accountant, veterinarian, attorney, sorority/fraternity, professors, home owners association members, employees, or team moms for a donation.
- **Special Shirt Day:** For a \$5 donation, employees can wear any type of crazy shirt or the shirt/jersey of their favorite sports team.
- **Clean Out The Corporate Closet:** Offer employees the opportunity to purchase excess inventory items such as coffee mugs, t-shirts, laptop computer bags, etc.
- **Recognition Day:** Sell cupcakes, flowers, to be given to a co-worker on a designated show of thanks or appreciation.
- **Jail a Manager:** Place a management employee "under arrest," charging \$1-\$5 a minute to keep him/her in jail.

#### MOST EFFECTIVE FUNDRAISING:

Email and write to your family and friends and describe what you will be undertaking and training for. Ask them to sponsor you and help you to reach your goal of fundraising \$1,000! Ask them to sponsor you \$1/ mile or \$2/mile. You will be surprised how quickly you will be able to meet and surpass your fundraising goal! Your mentor will continue to work with you and help you to reach that goal!