

STARTING A LETTER WRITING CAMPAIGN (THE MOST EFFECTIVE WAY TO RAISE MONEY)

Draft a “Dear Friends/Family/Co-workers” letter explaining that you are participating in the Annual Buddy Walk for DSAG and that you would like their support. Or, you can do a mass e-mail. You can reach out to your friends and family across the country or just down the street with a quick note or a click of a button. You’ll be amazed by the results. Follow the steps below and watch the donations come in!

1. WRITE THE LETTER

Your letter should come from the heart. Explain your reason for participating in the event – are you or is someone you know directly affected by Down syndrome? Your letter should reflect your desire to raise funds for the programs and services of your group and the National Down Syndrome Society. Use a picture in your letter – it makes it more personal. Also include a self-addressed stamped envelope to return donations. Include a line requesting that all checks sent in have your name and/or the team name on the memo line so we can be sure that you/your team gets credit for all donations received!

2. DUPLICATE THE LETTER

Photocopy your letter. Sign each letter individually. You can even add a personal note such as “Thank you in advance for your support.”

3. MAIL THE LETTER

Go through your address book, holiday card list, rolodex and wedding guest list. Mail to your family, friends, extended family, neighbors, business associates, etc, that you and your family are involved with throughout the year. It’s also a great excuse to catch up with friends you haven’t heard from in awhile. Don’t forget the self-addressed stamp envelope!

4. WATCH THE RESPONSES ROLL IN!

It will be exciting to go to your mailbox when the donations start coming in. You will be surprised how quickly you reach your goal!

All you have to do is ask!

Pledge seekers who conduct a letter writing campaign raise an average of 5 to 10 times more money than those who don’t. ***The average walker raises \$100. The average letter writer raises \$500 to \$1,000 or more!***

When writing your letters, invite people to walk with you as a member of your team in addition to sending in a donation.

One Team Captain wrote a letter to everyone who supported her in a walk the previous year and asked them to not only sponsor her again this year, but for them to ask at least one new person to donate. She doubled her fundraising efforts with just one letter!

As always, remember to thank everyone who supported you. Take pride in knowing that you did your best to support the Buddy Walk and your organization.