



Fundraising Tip

Successful E-mails & Letters

A great way to raise money is through a personal e-mail/letter.

Send it to EVERYONE you know – your extended family, current and past friends, neighbors, old college roommates and your favorite teacher!

Start now!

The key to a successful fundraising campaign is starting early!

Make it personal.

We all love to get personal letters, so make your letter personal. Let them know about the event and what else is going on in your life.

Use humor.

Everybody loves a chuckle, so use humor where appropriate.

Short and sweet.

If it is too long, you will lose the reader's interest.

Share your connection to MS.

Let people know why you are walking and how you are connected with the National MS Society and the Walk MS event.

Ask.

Very important! What separates this letter from any other letter is that you are asking them to donate to you.

Suggest giving levels.

We recommend giving your donors suggested giving levels like \$5, \$10, \$20, \$50 and \$100 levels.

Set a deadline.

People are always motivated by deadlines so give them one!

Let them know how to donate.

Tell them the procedure for making a donation with step-by-step through instructions. Be sure to include your URL address for your online donation, and if you send snail mail letters, include a self-addressed, stamped envelope.

Keep a list.

Keep a list of all the people to whom you send letters and track your donations.

Send out a reminder e-mail.

Send a thank-you card.

