



10 TIPS FOR WRITING A GREAT FUNDRAISING LETTER...

1. Write the letter or 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. Send to family members, friends, co-workers and business associates (try using your holiday card mailing list) 3-10 weeks before the walk.
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 information on the important research that the **National Hemophilia Foundation** is funding and how their donation helps the local community through programs and services provided by **Hemophilia of North Carolina**.
6. Let readers know donations are tax-deductible and checks should be made payable to **Hemophilia of North Carolina or HNC**.
7. Be sure to say that you would like the donation mailed to you by the date of the Walk so your team can turn it in then. Make sure your mailing address is highlighted in the letter or 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 family may work. They tend to make larger donations since they can make them from their business checking account rather than personal.
9. Sending thank-you notes after the Walk to everyone who sponsors you is a great touch!
10. Remember, the more people you reach out to, the more money you will raise for NHF's programs and research.

If you would like samples of fundraising letters or emails, please call the HNC office at 800.990.5557 or email **Charlene Cowell** at info@hemophilia-nc.org.

We are here to help!