



 The Children's Hospital of Philadelphia®

# BUDDY WALK® & FAMILY FUN DAY

Benefits the Trisomy 21 Program at The Children's Hospital of Philadelphia

**CHOPBuddyWalk.org** ★ 34th Street and Civic Center Boulevard, Philadelphia, PA 19104-4399 ★ 267-426-6500

## Email/Letter-Writing Tips

Here's a great way to raise a lot of money in a short period of time. Participants have raised upwards of \$12,000 using email/letter-writing campaigns. Six weeks prior to the Buddy Walk® and Family Fun Day, set aside a few hours one day and you can have it all done.

- 1. Compose a one-page email/letter.** Write as if you are sending the email/letter individually to a close friend. Begin with a quick apology for the impersonal nature of the letter and include a preface that as a friend, you thought they would be interested in this important cause.
- 2. Balance fact with feeling.** Include what the Buddy Walk is (fact); why you are involved/what it means to you (feeling); remind them to seek a company gift match if offered (fact).
- 3. Early on, make the ask.** Don't limit your donors, but ask for a specific range. Ask for "\$10, \$20, \$50 or whatever your budget will allow." Give a deadline for response. People tend to respond when there is a sense of urgency. Tell them to write the check to The Children's Hospital of Philadelphia Foundation/Buddy Walk and send it to your address, or to visit your team fundraising page (if you created one).
- 4. Send it to EVERYONE you know!** For the emails, blind copy (bcc) all recipients. They don't need to know who else is receiving your note. This can result in more than 100 emails.
- 5. Include a self-addressed stamped envelope.** People are more likely to send a donation if you make it very easy for them.
- 6. Address envelopes for everyone who will not receive an email.** This is a great activity to do in front of the TV.
- 7. Copy the letter** and before stuffing copies into envelopes, handwrite in colored ink, on the top of the letter, the person's name and a quick line, such as, "Hope you can support me." Sign it to add a personal touch.
- 8. Mail the letters** and watch the donations roll in!