

LETTER-WRITING CAMPAIGN



A letter writing campaign is a great way to jump-start your fundraising!

1. Create a list of people you want to ask for a donation. Think of everyone you know—friends, family, doctor, dentist, church members, neighbors, etc. The more people you contact, the easier it will be to reach your goal.
2. Write your letter. It may be helpful to include a photo of yourself. Refer to the sample template below for help getting started.
3. Send your letter through email or mail. If sending your letter in the mail, include a self-addressed response envelope for donations or tell them exactly where you would like the donation to be mailed. Be sure to explain who to make checks out to (i.e. your school, Doernbecher Foundation). Every school handles this differently so talk to your school advisor about any questions.
4. Follow-up. You may want to call some of your prospective donors following the arrival of your letter. Don't forget to keep track of who you are following up with and their responses.
5. Show your appreciation to all of your donors by sending a personal thank you note at the conclusion of your fundraiser.



SOLICITATION LETTER OR EMAIL TEMPLATE

Dear <Insert Name>,

First Paragraph: Share when your school's fundraiser is happening and what you are raising funds for. Include any information about your involvement in the fundraising campaign. Example: During the week of May 20-24, 2019, City High School will be fundraising for the Kids Making Miracles Program which benefits OHSU Doernbecher Children's Hospital. I'm honored and excited to be supporting my school's fundraising campaign.

Second Paragraph: Provide more information about Doernbecher. Example: Doernbecher offers the most comprehensive pediatric with full-spectrum care for hospitalized children living in our region. Children from Oregon, Southwest Washington and beyond make more than 250,000 visits to Doernbecher annually.

Third Paragraph: Explain how long your school has been supporting the program and information about why you and your school are fundraising for Doernbecher. Do you or your school have a personal connection? Example: City High School has been supporting Kids Making Miracles since 2004 and has raised more than \$100,000 for the hospital since starting. Each year, my school fundraises in support of a former student, Jane, who battled leukemia while attending school here. I'm proud to be fundraising for Doernbecher and helping pediatric patients like Jane.

Fourth Paragraph: Now that you've explained what organization you are fundraising for and why, it's time to ask for the donation. Example: I am asking today that you support my fundraising efforts to help patients at Doernbecher by making a tax-deductible contribution. All responses can be sent in the enclosed envelope and checks can be made out to City High School, with my name in the memo line. We would like to receive all donations by Friday, May 24, 2019. Thank you for consideration and support of Kids Making Miracles. Your donation will help bring more hope to the patients of Doernbecher.

Sincerely,
<Insert Your Name>