

10-Key Steps Letter Writing & Email Solicitation



1. Tell your personal story and make it clear why supporting the Walk to End Hunger is important to you and your family.
2. Mail/email your request for support to family members, co-workers and business associates and friends 6-8 weeks before the walk and follow up with a reminder. If you are registered online, include your Walk to End Hunger team website link.
3. Let everyone know that you are personally contributing to the Walk to End Hunger by enclosing a copy of the walker pledge sheet with your pledge on it. It shows your commitment to this important event that you are asking them to support.
4. State your personal and team fundraising goals in your letter. The higher the better!
5. Include interesting stories or facts on the important work being done by Neighbors, Inc.
6. Let them know that they have the choice of donating online (include your team's website link) or by check. All donations are tax-deductible and checks should be made payable to Walk to End Hunger. Also, donations can be designated to the General Fund or to one of the Walk Partners.
7. If mailing letters, clearly state the donation deadline in order to be counted towards your team's website total; enclose a return envelope if possible. Be sure to keep track of your donors and personally thank them for their support after the walk.
8. Include on your mailing list any vendors, consultants or business contacts with whom you or your spouse may work with or know. These people tend to make larger donations since they often make them from their business accounts. And, don't forget to ask your Facebook friends to donate!
9. After the walk, send out thank you notes to everyone who sponsored you.
10. Remember that the more people you ask, the more money you will raise to end hunger in the Twin Cities.

For more information contact:

Heidi Satre

heidi@neighborsmn.org

651-306-2154