

## **NAMIWALKS For The Mind of America**

### **10 KEY STEPS IN A LETTER WRITING OR EMAILING FUND-RAISING CAMPAIGN**

1. Write your letter/email. Say what you are doing and why you are doing it. Tell your personal story and make it clear why supporting the **NAMIWALKS For The Mind of America** walkathon is important to you and your family.
2. Mail/email it to family members, friends, co-workers and business associates (try using your holiday card mailing list!) 3 – 10 weeks before the walkathon.
3. Consider enclosing 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 and team fund-raising goals in your letter. The higher the better!
5. Include in your letter some information on the important work being done by NAMI South Dakota.
6. Be sure to say that all donations are tax-deductible and that checks should be made payable to NAMI South Dakota.
7. Also be sure to say that you would like the donation sent to you by the date of the Walk so you can turn it in then. Enclose a 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 spouse may work. These people tend to make larger donations since they often will make them from their business checking account rather than from a personal checking account.
9. Remember to send “Thank You” notes after the Walk to everyone who sponsors you.
10. Remember that the more people you mail to, the more money you will raise for NAMI South Dakota and the support, education, advocacy and outreach programs it supports.

