



## HEART WALK®

### E-MAIL or LETTER CAMPAIGN

#### Benefits of an e-mail or letter campaign

1. Quick
2. Easy
3. Ask donors across the country with the touch of a button
4. Use credit card
5. Instant thank-you note/receipt

The foundation of your team's fund-raising plan should be an online fund-raising and/or letter-writing campaign. Whichever form is used, your appeal should contain these elements:

- Explain what you are doing. Describe your goal. Personalize your letter, making it funny, serious or whatever fits your style!
- Suggest the level of giving. Ask if a person is "willing to give a gift of \$25 or \$50." If you think someone is able to give more, ask for \$100 or \$200 or more.
- Tell how the funds are used by the American Heart Association for research and education programs, and include some facts about heart disease and stroke.
- Give the recipient a specific date (2-4 weeks from the date they receive your letter) to respond.
- Thank them for considering a donation.
- Include a response form and a return envelope (stamped, if possible). Putting a stamp on the reply envelope often increases the response rate.
- Use a handwritten salutation or P.S. to personalize each letter.

## Sample Walker's Solicitation Letter

Walkers may want to send a letter like this to their friends, family and associates, requesting their support in the fight against heart disease and stroke. It's a great tool to use in addition to their face-to-face requests for donations.

---

Dear <Insert name> ,

<insert date>

Everyone knows someone who has been affected by heart disease or stroke. <Insert your personal story of how heart disease and stroke has impacted you or your friends and family.>

I'll be helping the American Heart Association fight our nation's No. 1 and No. 3 causes of death — heart disease and stroke. Funds raised through the Start! Virtual Heart Walk support research, community services, and public and professional education programs.

My personal goal is to raise <Insert your dollar goal>. Your support will help. Your donation of \$500, \$250, \$100, \$50 or another amount will help me take a stand against the No. 1 killer of American men AND women. Not only will you help me achieve my goal, you'll help the American Heart Association make important advances against heart disease and stroke and improve the health and lives of people in our community and across America.

Just complete the information below and return the form to me with your donation. Please return your form as soon as you can.

Thank you for supporting the work of the American Heart Association. Together we will reduce heart disease and stroke — and save lives!

From the heart,  
<Insert your name and mailing address>

### Yes! I'm happy to support your efforts in your Virtual Heart Walk!

You can count on us for:   \$500      \$250      \$100      \$50      Other \$\_\_\_\_\_

Please make your check payable to American Heart Association and return this form and your check to:

<Insert your name>  
<Insert your address>  
<Insert your City, State> <Zip>