

HOW TO WRITE AN EFFECTIVE SUPPORT LETTER

DATE

Dear Family and Friends,

First, explain what Dance Marathon is.

- What: A year-long fundraiser to support our local Children's Miracle Network Hospital. On February 7, 2015, we will stand for 12-hours in honor of those who can't, as we celebrate the lives of our Miracle Children and the money raised for CMN.
- Who: Auburn students, faculty and staff, and neighbors from the community.
- When: Year-long fundraiser. Event is on February 7th, 2015
- Where: Auburn University. Supporting the Children's Hospital at Midtown Medical Center at Columbus Regional Health.
- Why: To raise money for our local CMN Hospital and our Miracle Families
- What you'll be doing: Talk about your specific position on AUDM. Day of: You'll be playing with kids, dancing, continuing to fundraise, hear Miracle stories from the families, etc.
- Online media:** auburndancemarathon.com, facebook.com/audancemarathon, Twitter: @AuburnDM, Instagram: @AuburnDM so they can find more info.

Second, explain why you are passionate about AUDM and Children's Miracle Network. Your "why."

Third, tell how their money will help. Explain exactly where the money will go. This money will help buy new equipment for the hospital and help families pay for expenses that they could not otherwise. Include a story about a Miracle Child/Family. If you tell a story about a family, include a picture with or of the Miracle Child.

Fourth, ask them to support you financially. Tell them what your goal for the year is. If applicable, include how much you raised last year and that you would love to exceed that amount this year.

- Checks can be made to Auburn University Dance Marathon (tax deductible) and mailed to you or to STUDENT CENTER ADDRESS. Make sure they include your name and team name in the Memo Line.
- They can also donate online on your donor drive page. Include that link as well!
- Put a self-addressed stamped envelope in there if you're mailing it so that all they have to do is write a check & pop it in the mail. If you're emailing your letter, make sure you list an address!
- If you're mailing them, it's nice to sign all of them personally.

TIPS

- Start early!! The sooner you send out letters, the more time you will have to receive donations.
- Send your letters/emails out right before or right after Christmas. Everyone is in the giving season, and holidays put people in a good mood usually.
- Don't feel bad asking people for money. If they want to give, they will and they'll be thrilled to be able to help you for such a worthy cause! This takes boldness to ask, because I know it's awkward asking for money.
- Always send hand-written thank-you notes! It's best if you write them as the money come in.
- Just go ahead & write it each time you get a check & put it in the mail so that they don't pile up.
- Plus it's easy because their return address is right there on the envelope they've just sent.
- Send follow-up emails/letters when you get back to let them know how AUDM went. They'll love feeling like they were a part of it!

