

## Letter Writing – Tried and True!

One of the easiest and most successful ways to raise money is to embark on **letter writing or email campaigns**. By simply telling people – like your family, friends, neighbors, colleagues, etc. – what you are doing and why, you can raise hundreds or thousands of dollars without even leaving your home!

1. **Create your mailing list.** Who do you know that has a connection to lung disease, like asthma, emphysema, COPD, lung cancer? Don't forget to include your family, friends, and co-workers. A great place to start is with your holiday card list.
2. **Write your letter.** Include your personal and team fundraising goal. Tell your story, why you are participating and why the work of the American Lung Association is important to you. Offer them ways to get involved, make a donation, or join your team.
3. **Set a deadline for donations**-prior to the day of the climb. Ask that all checks be made payable to the American Lung Association.
4. **Enclose a self-addressed return envelope.** A stamped envelope gets better results.
5. **Send thank you notes** as soon as you get your donation. It also helps to send out a note after the climb with pictures of the day and a wrap up.

**\*Use the same tips for sending email.** Don't forget the reminder email before the climb!

Can't think of who to send your letters and emails?  
 Consider the following people...

Accountant	Family	Lawn Service	Rabbi/Pastor
Attorney	Financial Advisor	Local Store	Realtor
Banker	Fitness Trainer	Manicurist	Relatives
Bartender	Florist	Members of your gym	Service Organization
Business Vendors	Friends	Neighbors	Members
Car Dealer	Friend's parents	OB/GYN	Sorority/Fraternity
Card Player Club	Golf foursome	Old Employers	Stock Brokers
Children's Friends	Grocery Store	Ophthalmologist	Teachers
Cleaners	Manager	Painter	Teammates' Parents
Clients	Hair Stylist	Pediatrician	Travel Agent
Colleagues	Holiday Card List	Pharmacist	Vendors
Dentist	Interior Designer	Printer	Veterinarian
Doctor	Insurance Agent	Professional	Wedding Lists
Employer	Landlord	Association Members	Your Company
		Psychologist	

## Sample Letter #1

Dear Friend,

This winter, I will be joining the American Lung Association in the fight against lung disease at the 2012 Fight For Air Climb, and I need your help. I have made the commitment to climb hundreds of stairs and raise money to help the 35 million Americans who struggle to breathe because of lung disease.

My personal goal is \$XXX. I can reach this goal with your help! Your gift is tax-deductible and will help fund life saving programs and research efforts of the American Lung Association. Don't forget to ask if your company has a matching gift program. This is a great way to double, or even triple your contribution.

(Insert your personal story/inspiration for climbing. You can also include information on where the money goes.)

Thank you in advance for your support!

Breathe easy,  
Your name here!

PS-Please turn in your donation by X!

## Sample Letter #2

Dear \_\_\_\_\_,

One in ten Americans, including children, suffer from chronic lung disease. Lung disease can take someone's breath away, leaving them unable to work, exercise, or play. Growing faster than almost any other major illness, lung disease, including lung cancer, asthma and emphysema, is the third leading cause of death in the United States. Breathing problems are the number one cause of death in infants. In addition, lung cancer has become the number one cancer killer in America.

I am doing my part to fight lung disease by participating in the 2012 Fight For Air Climb. On (insert date) I will be climbing (insert number) flights to get to the top of the (insert building). Not only am I taking on this physical challenge, and donating my time to the American Lung Association, but also I have pledged to raise funds to help support the many programs of the American Lung Association.

By participating in the Fight For Air Climb, I will be joining hundreds of others who are fighting for research that will help find a cure for tomorrow. I am fighting for those that can't quit smoking and those that shouldn't start, those that can't breathe freely, and laws that improve air quality both inside and out.

Your donation of \$XXX amount will go a long way to help me reach my personal goal of \$XXX. Please join me in my mission to fight lung disease by making a personal or corporate tax-deductible donation.

Sincerely,  
Your name here!