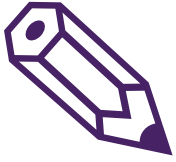


# LETTER-WRITING CAMPAIGN TIPS



**Write a letter** asking friends, family and co-workers for donations to help you advance the fight against Alzheimer's disease. Letter templates are available in your Participant Center to help you get started. Include your story — your reason to end Alzheimer's — and a photo to make the letter even more powerful.



**Print a donation form** (a personalized version is available in your Participant Center) and include it with your letter so the donation is properly credited to your fundraising efforts.



**Include a self-addressed stamped envelope** to make it easy for your donor to drop a check in the mail. You can address the envelopes to your home or to your local chapter ([alz.org/findus](http://alz.org/findus)).



**Expand your reach** by sending letters to your doctor, dentist, yoga instructor, dry cleaner, hair stylist, dog walker, etc.



**Follow up** with letter recipients via a phone call, email or visit. Many people simply forget to donate without a friendly reminder.



**If donations are mailed to you**, turn them in to your local chapter, bring them to a pre-Walk collection event or turn them in on Walk day.

**Visit [alz.org/walk](http://alz.org/walk) and log into your Participant Center for more fundraising tips and tools.**

