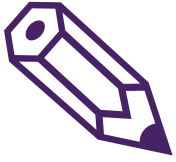


LETTER-WRITING CAMPAIGN TIPS.



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 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 local chapter (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 to log in to your Participant Center for more fundraising tips and tools.

