

LETTER-WRITING CAMPAIGN TIPS



Write a letter asking friends, family and co-workers to join your team or donate to help you advance the fight against Alzheimer's disease. Get started with this [letter template](#), along with additional templates available in your Participant Center. Include 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 Alzheimer's Association® chapter (alz.org/findus).



Expand your reach by sending letters to other people in your network, like 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 need a friendly nudge.



If donations are mailed to you, submit them quickly and easily using the mobile check deposit feature on the **Walk to End Alzheimer's app**, or turn them in to your local chapter.

Visit alz.org/walk to log in to your Participant Center for more fundraising tips and tools.