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](https://alz.org/walk), 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](https://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](https://alz.org/walk), or turn them in to your local chapter.

Visit [alz.org/walk](https://alz.org/walk) to log in to your Participant Center for more fundraising tips and tools.