



Relay For Life of Tacoma

Pat Flynn's Letter Writing Tips

Important points to remember when writing letters...the most successful method of fundraising

- Tell your story—share **WHY you Relay**...the more personal, the better.
- Dedicate your efforts to friends or family who have died from cancer or are waging their battle.
- Invite them to the Survivors' Lap. (6PM, Friday, June 2nd at Mt. Tahoma High School)
- Offer them the opportunity to purchase Luminarias and invite them to our Luminaria Ceremony (10:00pm, June 2nd at Mt. Tahoma High School)
- Include the nitty-gritty details like when you need a check back and where they're to mail it or give them a web address straight to your fundraising page.
- Set a deadline for returning the donation (should be at least 3 weeks before Relay)
- Consider enclosing a self-addressed (stamped or not) envelope for them to mail back the check.
- Keep track from year to year so you know who donated and how much they gave.
- Follow up with a Thank You! A timely thank you is the best way to get a donation next year.

Cancer Facts

- 1 in 3 people will face a cancer diagnosis in their lifetime.
- In 2017, an estimated 1,688,780 new cancer cases will be diagnosed
- For 100 years, the American Cancer Society has been leading the way to transform cancer from deadly to preventable.
- 25% decline in U.S. cancer death rates since the early 1990s. Today 2 in 3 will survive their cancer diagnosis
- Saving 500 lives everyday
- 14 million cancer Survivors in the U.S.
- Relay For Life is the largest fundraising event in the world. It is celebrated in over 6,000 communities and has raised over 5 billion dollars to date.

Invite your supporters to join you at Relay. June 2nd - 3rd at Mt. Tahoma High School
www.tacomarelay.org

Relay For Life Donation Letter Tips

When preparing a *Relay For Life donation letter*, it's critical to your success that you say certain things in your fundraising letter. So, when you are raising funds for Relay For Life or any other cause, use these tips to get the most from your fundraising letter efforts.

Make it personal

Refer to individuals that you know who are battling cancer or have lost the fight. People respond and relate to a personal cause.

Tell them where and how to donate. Don't forget to give them on the on-line link to donate. Lots of people love to donate online and will actually donate more if they can use a credit card!

Be original

An original letter including photos, a unique spin, etc. will get people's attention.

Early on, make the ask

Don't limit your donors, but ask for a specific range. A good phrase to use is to ask for \$10, \$20, \$50 or whatever your budget will allow.

Balance fact with feeling

Include items that match reason with emotion:

- What Relay For Life is (fact)
- Why you are involved and what it means to you (feeling)
- When your Relay event is and where the money goes (facts)
- Describe the Luminaria ceremony (feeling)
- Tell how to purchase a Luminaria to honor someone they love (fact and feeling)

Include a receipt on the back or bottom of the letter and a Luminaria sign-up form. Also, remind them to seek a company gift-match if offered.

Set a deadline

Give a ten-day deadline for response. People respond when there is a sense of urgency. Tell them to write the check to the American Cancer Society and send it to your address.

Include a photo

If you have a favorite photo taken at Relay; include it in your letter. Add it to the envelope or break up your words with photos. Remember a picture is worth 1,000 words. Use photos to show why you Relay.

Personalize with a handwritten note

Copy the letters and before stuffing into the envelope, handwrite in colored ink, on the top of the letter the person's name and a quick line, "*Hope you can support me!*" Sign it in the same ink to add the personal touch.

Invite them to the event

If you can get someone to experience Relay For, you will have a donor for life. In fact, you may even inspire them to join you in the fight by joining your team or starting one of their own.