

## Fundraising Tips

- ★ People want a cause; give them one!
- ★ People give to people. Be that person!
- ★ Ask for \$10 from everyone you know, meet, or want to know!
- ★ Write letters and send emails asking for support!
- ★ Use your social media: Facebook, Twitter!
- ★ Start a blog! Keep YOUR public informed!

Sample letter:

Dear \_\_\_\_\_,

Have you heard about the “*In Their Shoes*” Walk for cancer support to be held on October 15, 2011? It’s a 13.1-mile walk to raise awareness of and provide education for cancer.

All proceeds (*there are NO administrative costs*) support services such as yoga, support groups, individual counseling and programs for children for people with all kinds of cancer at the Loran Smith Center for Cancer Support at Athens Regional Medical Center. All services except genetic testing are *absolutely free* to everyone. Regardless of whether they have received treatment at another hospital or had a bone marrow transplant in another state, they are welcome at the Loran Smith Center.

As you can guess, these services are made possible through philanthropy. For this reason, I’m asking you to support me in our sixth annual “*In Their Shoes*” Walk.

I’ve attached a contribution form and appreciate your support. Any gift, no matter the size, will go to meet my goal of \$1,000 to help people like many of our own loved ones.

Sincerely,