



Tips for Letter Writing Campaigns

Letter writing campaigns are a fast and easy way to raise money. Online donations bring in more than twice the amount raised through traditional letter-writing campaigns, so remember to use your e-mail lists!

The key to a successful letter is to send it to as many people as possible. Send it to your holiday card list, wedding list, high school and college alumni lists, and more! The more people you ask, the more money you will raise...and people like giving money to a great cause.

Use the “Who Do You Know” chart to help you identify people you can add to your mailing list.

Tips for Walkers – Collecting from Friends, Business Associates & Family Members

As a Dunkin’ Donuts Family Fun Run and Walk-A-Thon walker, you are instrumental in helping us take steps to fund innovative cancer research at the Frances Williams Preston Laboratories at the Vanderbilt Ingram Cancer Center. On average, walkers raise a minimum of \$150. It’s easy to do!

Easy Steps to Raise \$300 in One Week!

Day 1 Make your own \$25 contribution (\$25)

Day 2 Ask five neighbors for \$10 each (\$50)

Day 3 Ask your boss to contribute \$25 (\$25)

Day 4 Ask five co-workers for \$5 each (\$25)

Day 5 Ask three family members for \$25 each (\$75)

Day 6 Ask two businesses for \$25 each (\$50)

Day 7 Ask five friends for \$10 each (\$50)

The Key is to Ask!