



Walk For A Difference

Letter Writing Tips

The Key to Fundraising is effective email and letter writing

- 1. Write your email /letter. Include your personal reasons for raising money. Be sure to include your fundraising goals and don't be afraid to ask high. Talk about your own experiences with autism and with POAC. Include statistics about autism in New Jersey (1 in 94) and mention some of the accomplishments of POAC such as:**
 - POAC is the largest provider of FREE autism training and education in the state.
 - POAC funded the first NJ program for the early detection of and intervention for children at risk for autism.
 - POAC funds FREE recreational opportunities for thousands of children with autism and their families including surfing, horseback riding, gymnastics, and more.
 - POAC has trained thousands of police & first responders in all 21 NJ counties.
- 2. Develop your contact list. Think about everyone you know including friends, family, business contacts, and the professionals whose services you use. You would be surprised at how many of the people you know would love to support you in this effort.**
- 3. Mail your letters with a self addressed return envelope included. Have all donations returned to you (with checks made out to POAC) so that you can keep track of responses. If you are emailing, use the tools on your personal webpage on www.poacwalk.org. Everything you need is there to make your campaign easy and successful. Add a link to your webpage in your email signature for all your emails. You will reach even more people.**
 - Remember to follow up with anyone who does not respond. It's very easy to email all your contacts using your personal web page on www.poacwalk.org.
 - Make sure to blast your email on social networking sites like Facebook and Twitter. Encourage your friends to contact their friends.
- 4. Thank your supporters. Remember to thank everyone who supported you and POAC not matter how large or small the donation.**
- 5. Get any help you may need from POAC. If you are using a computer, make maximum use of your personal web page. There are many ways to personalize your campaign including uploading your own story and photos. Use the walker tools section on the home page of www.poacwalk.org. There are lots of great ideas and downloadable items to help you. If you are an "unplugged" participant, you can still use the website to download tools including letter writing tips and samples or call the POAC office at 732-785-1099 to request a packet.**