

## FUNDRAISING TIP

A great way to raise money is through a personal email/letter. Send it to EVERYONE you know — extended family, current and past friends, neighbors, old college roommates and your favorite teacher.

- o **Start now!** The key to a successful fundraising campaign is to start early.
- o **Make it personal:** We all love to get personal letters, so make your letter personal. Let them know about the event and what else is going on in your life.
- o **Use humor:** Everybody loves a chuckle, so use humor where appropriate.
- o **Short and sweet:** If it is too long, you will lose the reader's interest.
- o **Share your connection to MS:** Let people know why you are participating and how you are connected with the National MS Society and the Society's 5K event.
- o **Ask:** Very important! What separates this letter from any other letter? You're asking them to donate to you.
- o **Suggest giving levels:** We recommend suggesting donations levels to your donors, such as \$5, \$10, \$20, \$50 and \$100.
- o **Set a deadline:** People are always motivated by deadlines, so give them one.
- o **Let them know how to donate:** Tell them the procedure for making a donation with step-by-step instructions (visit [MSupstateny.org](http://MSupstateny.org) and click the "Monster Scramble 5K" icon, then click "donate to a participant" and search for the participant's name, then click "donate now"). If you mail letters, include a self-addressed, stamped envelope.
- o **Keep a list:** Keep a list of all the people to whom you send letters, and track your donations.
- o **Send out a reminder email.**
- o **Send a 'thank you' card.**



## SAMPLE FUNDRAISING LETTER OR EMAIL

Dear (FRIEND, FAMILY MEMBER, OR CO-WORKER),

**Write something personal, as well as information about why you are walking.** In May 2006, my close friend, Sue, was diagnosed with multiple sclerosis. Since then, it has been my mission to get in shape, live a healthy lifestyle, and do something about MS now. That is why I am (RUNNING/VOLUNTEERING) in the 2013 Monster Scramble 5K on (insert date) in Sue's honor.

**Include information about MS.** MS interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with multiple sclerosis, an unpredictable, often disabling disease of the central nervous system. Symptoms vary from person to person. One person may experience fatigue and numbness, while another may experience dizziness and have loss of balance. Local Monster Scramble 5K events are connecting communities to end MS forever. This event raises critical funds to support local programs and cutting-edge research. Your participation puts us closer to realizing our promise to STOP MS in its tracks, RESTORE lost function and END MS forever. Ending MS means no one will receive an MS diagnosis again. Every step counts. Every dollar helps. Every connection matters.

**Suggest fundraising levels.** This year, I have pledged to raise \$(AMOUNT) to move us closer to a world free of MS. Please support my fundraising efforts. Your donation will help the National MS Society provide award-winning programs and services for those affected by MS.

- o \$35 — Could assist self-help groups in supporting people affected by MS in our community.
- o \$65 — Could fund wellness programs aimed at treating the mind, body and spirit.
- o \$120 — Could help pay for a physical therapy session to manage MS symptoms by enhancing strength and mobility.
- o \$200 — Could help fuel our cause to help influence change by engaging elected officials to make multiple sclerosis a national priority.
- o \$400 — Could help fund a researcher working towards a cure.

Making a donation is easy! Just visit MSupstateny.org and click the "Monster Scramble 5K" icon. Then click "Donate to a participant" and search for my name. Then click "Donate now". If you prefer to donate by check, please make your check payable to the "National MS Society" and mail it to me at: (YOUR ADDRESS).

**Ask them to participate.** Help us promote MS awareness by participating with us and registering for this event. If you are not able to run or walk, consider volunteering for a few hours or raising funds as a virtual participant. Visit the website at MSupstateny.org and click on the "Monster Scramble 5K" icon to learn more.

**Let them know how to reach you or the National Multiple Sclerosis Society.** If you have any questions, feel free to contact me at (YOUR PHONE #) or (YOUR EMAIL ADDRESS), or contact the National MS Society at NYREvents@nmss.org or 1-800-344-4867 (press 2).

**Warmest regards,**  
(YOUR SIGNATURE)



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

**Join me for this year's Monster Scramble 5K!**

Your participation and fundraising would mean so much to me and to the thousands of others in our local community who are affected by multiple sclerosis. **(include a personal story as to why you are participating)**

**I invite you to walk or run alongside me, or make a donation to help us get there.**

By participating in the Monster Scramble 5K, you will help raise much-needed awareness and funds for programs, services and cutting edge research to find a cure for MS. Register online today at [MSupstateny.org](http://MSupstateny.org).

If you cannot join me the day of the event, please make a donation. Any amount — great or small — helps make a difference in the lives of people living with MS. You can donate online by visiting [MSupstateny.org](http://MSupstateny.org) and clicking the "Monster Scramble 5K" icon. Then click "Donate to a participant" and search for my name. Then click "Donate now".

Or, you can simply send your contribution to the following address **(please include my full name and the name of the event along with your donation):**

National MS Society Upstate New York Chapter  
1650 South Ave, Suite 100  
Rochester, NY 14620

I appreciate your support and hope to see you at this year's Monster Scramble 5K!

**Sincerely,**

**(YOUR SIGNATURE)**

P.S. If you would like more information about the National Multiple Sclerosis Society, how proceeds from this event are used, or the other ways you can get involved to create a world free of MS, please visit [MSupstateny.org](http://MSupstateny.org)



Dear {Generous Sponsor}:

On behalf of everyone living with MS, thank you for your generous donation in support of my Monster Scramble 5K fundraising!

Not only does your donation bring me closer to my fundraising goal, it provides critical funds to support local programs and cutting-edge research. Your donation puts us closer to realizing our promise to STOP MS in its tracks, RESTORE lost function and END MS forever. Ending MS means no one will receive an MS diagnosis again. Every step counts. Every dollar helps. Every connection matters.

Thank you again for your generous donation!

**Sincerely,**

{YOUR SIGNATURE}