


TO: MS-150 Team Captains
FROM: David Aler 
DATE: 1/14/05 4:02 PM
SUBJECT: Keys to Becoming a MS-150 Top Fund Raiser

- 1) Send a written request to everyone you know. Then broaden coverage to people you don't know.
 - Family, friends, neighbors, business associates, etc...
 - Entire email list
 - Places you do regular business with, restaurants, cleaners, etc... Also, ask them to distribute your letter to other customers.
 - Paper your neighborhood with letters on each door.
 - Don't be shy about asking for contributions.
- 2) Write a short, to the point letter. To keep the readers attention, I prefer to keep it down to 1/2 page with plenty of white space. See attached sample - people seem to like the picture.
- 3) In the letter, give people the option to donate by check or on line.
- 4) Keep a list of everyone who donates so that you can be sure to contact them again in future years. Fund raising will become progressively more simple as you build up a list of contributors. For example, by contacting previous contributors last year, I raised \$6,300. It took me about an hour to write the letter and send it out to all of my previous contributors. It helps to keep the list in a format that will allow you to use the mail merge function in MS Word to generate thank you and future fund raising request letters.
- 5) Send a reminder letter a few weeks after you send the initial letter. People often forget. Roughly half of my contributions come in after I send the reminder letter each year. See attached sample.
- 6) Send thank you letters to all contributors. See attached sample.
- 7) Identify contributors who may become your fund raising partners. You will be surprised at how many notes you will receive from people telling you how they have been impacted by MS in some way and thanking you for your efforts. Reach out to these people and ask them to join you in the fight against MS by helping you raise funds. Ask them to pass out your letter to everyone they know. This kind of leverage and networking really works. I have several people helping me raise funds every year.