



---

# SUCCESSFUL EMAILS & LETTERS

---

## FUNDRAISING TIP

A great way to raise money is through a personal email/letter. Send it to EVERYONE you know — your 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 starting 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 walking and how you are connected with the National MS Society and the Walk MS event.
- o **Ask:** Very important! What separates this letter from any other letter is that you are asking them to donate to you.
- o **Suggest giving levels:** We recommend giving your donors suggested giving levels like \$4, \$10, \$20, \$50 and \$100 levels.
- 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 through instructions. Be sure to include your URL address for your online donation, and if you send snail 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 and 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, to live a healthy lifestyle, and to do something about MS now. That is why I am (WALKING/VOLUNTEERING) in Walk MS 2014 (insert date) with (TEAM NAME) 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 Walk MS 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! Visit my personal page at (INSERT LINK HERE) and click on the "Donate to (YOUR NAME)!" button. 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 join your team.** (TEAM NAME) is always open to new team members. Help us promote MS awareness by participating with us. If you are not able to walk, consider volunteering for a few hours or raising funds as a virtual participant. Visit my team page at (INSERT LINK HERE) 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 nationalmssociety.org or (xxx) xxx-xxxx, option 2.

**Warmest regards,**  
(YOUR SIGNATURE)

\*Include a personal, handwritten note here and a photo of you at last year's event\*



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

**Join me for this year's Walk MS!**

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 walk)

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

By participating in Walk MS, you will help raise much-needed awareness and funds for programs, services and cutting edge research to find the cause and cure of MS. Register online today, or mail in the attached registration form!

If you cannot join me the day of the walk, please make a donation! Any amount, great or small, helps make a difference in the lives of people living with MS. You can donate through my personal Walk MS fundraising webpage at:

<<<INSERT\_PERSONAL\_WEBPAGE\_HERE>>>

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

National MS Society  
<Chapter Name>  
<Address>  
<City>, <State> <Zip>

I appreciate your support and hope to see you at this year's Walk MS!

**Sincerely,**  
(YOUR SIGNATURE)

P.S. If you would like more information about the National Multiple Sclerosis Society, how proceeds from Walk MS are used, or the other ways you can get involved to create a world free of MS, please visit <website.org>.



## 2014 WALK MS REGISTRATION

### PARTICIPANT INFORMATION

First \_\_\_\_\_ MI \_\_\_\_ Last \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Birthdate \_\_\_\_\_ Phone \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_

I have MS     Relative with MS \_\_\_\_\_     Friend/coworker with MS     Other

How many years have you participated in Walk MS (not including this year)? \_\_\_\_\_

### EVENT INFORMATION

I'm walking in (event location) \_\_\_\_\_

Personal fundraising goal (average goal is \$250) \_\_\_\_\_

Individual Participant     Team     I would like more information on forming a team

### TEAM INFORMATION

Team Name \_\_\_\_\_ Team Captain Name \_\_\_\_\_

Name of company/org. \_\_\_\_\_ Team type:     Friends/Family     Corporate

Register additional family members in your household by providing their name(s) and email address(es) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

### WALK MS RELEASE AND WAIVER OF LIABILITY

In consideration for being permitted to participate in Walk MS, I voluntarily agree for myself, heirs and assigns to the following:

1. TO ASSUME FULL RESPONSIBILITY FOR ANY RISKS OF LOSS, OR PERSONAL INJURY OR PROPERTY DAMAGE as a result of participating in Walk MS.
2. TO RELEASE, WAIVE, AND COVENANT NOT TO SUE the National MS Society including staff and volunteers from any and all liability, claims, or losses relating to this event.
3. BY SIGNING BELOW, I AGREE TO BE BOUND BY THE TERMS AND CONDITIONS OF THE COMPLETE WAIVER AND RELEASE which can be found at [walkMS.org](http://walkMS.org).

Signature \_\_\_\_\_ Date \_\_\_\_\_

(Guardian signature if under 18) You will receive a confirmation upon receipt of your registration.

**SEND THIS COMPLETED FORM TO YOUR LOCAL CHAPTER OR BRING WITH YOU THE DAY OF THE WALK.**



Dear {Generous Sponsor}:

On behalf of everyone living with MS, thank you for your generous donation in support of my Walk MS fundraising!

Not only does your donation bring me closer to my fundraising goal, it supports 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)