



Walker's Solicitation Letter Sample

To reach your dollar goal, try sending a letter like this to your friends, family and associates, requesting their support in your fight against heart disease and stroke. It's a great tool to use in addition to your face-to-face requests for donations.

Dear (NAME),

On (DATE OF WALK), I will be helping Zacharias Sexual Abuse Center work to end sexual violence in our community at the Race to Zero. Funds raised through the Race to Zero support individual and group counseling for survivors of sexual assault and abuse, as well as public and professional education programs.

Stand up against sexual violence. It's easy to do. Please sponsor me by making a donation to ZCenter — because one is too many!

My personal goal is to raise (YOUR DOLLAR GOAL). Your donation of \$25, \$15, or \$10 will make a stand against this public health epidemic.....helping children, women, and men! Not only will you help me achieve my goal, you'll help ZCenter to keep their client services free of charge to the northeastern Illinois community.

Just complete the information below and return the form to me with your donation. The Race to Zero is quickly approaching, so please send it as soon as possible.

Thanks in advance for your support of the Race to Zero. Together we **can** make a difference!

With deepest gratitude,

(YOUR NAME)

O **YES**, I'm happy to support your efforts in the Race to Zero! My donation is enclosed.

Please make check payable to ZCenter.

\$50 \$25 \$15 \$10 \$5 Other: \$ _____

Please return this form, along with your check, to:

Race to Zero Fundraising Tips for Walkers

By participating in the Race to Zero, you have an opportunity to make a difference by helping to end sexual violence and provide free, life-saving support to survivors of these crimes.

10 EASY WAYS TO RAISE \$1000

1. Show your commitment and contribute	\$100
2. Ask spouse/friend to match your donation	\$100
3. Ask your boss	\$100
4. Ask vendors/suppliers	\$100
5. Ask someone affected by sexual assault or abuse for a donation	\$ 50
6. Ask your five best friends for \$20 each	\$100
7. Ask everyone in a club or organization to donate (10 x \$20 each)	\$200
8. Send a letter to your holiday mailing list inviting friends to help	\$200
9. Ask your barber/hairstylist to donate	\$ 25
10. Ask someone who has asked you for support	\$ 25
TOTAL:	\$1,000

Here are some additional tips to help make collecting donations easier...

- ./ Anyone is a potential sponsor. Ask people you have contact with daily or who you've established a relationship with in one way or another — parents, friends, classmates, co-workers, neighbors, grocer, banker, mechanic, lawyer, dry cleaner, fellow parishioners, etc. Start with the person whom you think will give you the largest donation, that will establish a height baseline of giving.
- ./ Ask your company about matching gifts. Many companies will match whatever amount each employee raises on his or her own.
- ./ Tell your sponsors why you're walking for ZCenter. Emphasize sexual violence has been identified by the CDS as a public health epidemic, and share statistics.
- ./ Collect your donations up front so you don't have to ask for them a second time.
- ./ Ask at least one person a day to sponsor you.
- ./ If you're uncomfortable asking face-to-face, write/email your friends instead.
- ./ Ask 10 friends or co-workers to sponsor you for \$10 each.
- ./ Aim high — ask for \$50 and settle for \$25, instead of asking for \$25 and settling for \$10.
- ./ Carry your Walker's Collection Envelope with you at all times.