



# Walk For A Difference

## Letter Writing Tips

[www.poacwalk.org](http://www.poacwalk.org)

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 41) and mention some of the accomplishments of POAC such as:

- POAC provides training for thousands of police and first responders every year. This training is directly credited with saving lives all over our state.
- POAC provides thousands of hours of free recreational events for those with autism and their families every year.
- POAC provides training and support for parents and educators throughout the state.
- POAC sits on the Governor's Council on Autism which provides millions of dollars of funding for autism research every year.

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. Everything you need is there to make your campaign easy and successful. **Please update your email signature to include a link to your walk page. 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 webpage.
- The walk website makes it very easy to link your message to social media such as Facebook and Twitter. Encourage your friends to contact their friends.

4. Thank your supporters. Remember to thank everyone who supported you and POAC no 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. If you are an "unplugged" participant, you can still use the website to download tools including a participant guide or call the POAC office at 732-785-1099 to request a packet to be mailed to you.