

## TIPS FOR FUNDRAISING

The most effective way to get sponsorships is to ask people directly. The next-best way is a letter-writing campaign. All donations are appreciated and they add up!

You can also ask for sponsorships from your place of work, civic or religious group, places where you do business, etc.

Remember your company matching gifts program!

### **Letter Writing Campaign**

Make a list of everyone you know. Friends, family, co-workers, businesses you frequent and groups you belong to. For regular mail, please enclose a pre-addressed envelope for them to use. We can also prepare a personal TeamWalk web page for you, allowing your family and friends to link right to it and make safe, online credit card donations.

### **Sample Letter:**

This sample letter can be downloaded from the SPF web site at (<http://www.sp-foundation.org/TeamWalks/sample-letter.doc>)

I am writing this letter to everyone I know because I hope you will support me in an annual event that is very important to me and my family. It is the annual Spastic Paraplegia Foundation TeamWalk.

I will be participating in a TeamWalk in (location) on (date). (Or, I am going to participate as a Walker-by-Proxy and a designated Walker will walk for me (location) on (date).)

As you may know, I have (or family member has) a rare neurological disorder called (HSP or PLS). This disorder slowly damages the nerves that help me (walk, move my arms, speak). It is progressive, and will make it more difficult for me as time goes on. However, I hold on to a positive attitude and make the best of everything life places before me because there is so much to be grateful for (give a personal statement here).

Although there is currently no cure, I have a lot of hope because research is finally accelerating. Experts are hopeful that cures can be found in this generation. But that, of course, depends upon funding. The Spastic Paraplegia Foundation (SPF) was formed in 2002 as a foundation dedicated to raising funds for research on Primary Lateral Sclerosis (PLS) and Hereditary Spastic Paraplegia (HSP).

The foundation has made significant contributions to understanding the causes of these conditions. In the last seven years, we have raised and spent over \$2 Million for research through events like this TeamWalk, with over 90% of the funds we raise going to research.

I realize that there are many charities that vie for your attention, but any contribution, large or small, will be greatly appreciated. I hope you'll return the enclosed envelope to me by (date) or visit my online TeamWalk fundraising page to make your online contribution at ([www.address.com](http://www.address.com)). If your company has a matching gift program, please include the form so that your gift can be matched. Thank you so much for your consideration!

We need your help. Please walk with us today, so we can walk with you tomorrow.

**Email Campaign:**

You can have your own TeamWalk Webpage with your photo and letter where people can make online credit card donations through PayPal, a secure site for online business. Email your friends and give them a link to your website. Visit [www.sp-foundation.org](http://www.sp-foundation.org) for more information on how we can set up a web page for you.

**Recruit other walkers:**

Ask your family and friends to register for the TeamWalk and walk alongside you! Set a fundraising goal as a group, and assign individual goals from there. Sponsorships are the most important part of our TeamWalk, so don't stop until you hit your target!

**Here are some other suggestions for a successful campaign:**

You can organize a small Family and Friends Fundraiser! Hold a bake sale, car wash or a spaghetti supper! If you have competitive family and friends, have a fundraising contest. Check with your employer, local PTA, civic or religious group to see if they can help! Or, ask your beauty salon or other service shop to hold a special day where proceeds support your cause!

***Remember to inquire about company gift match programs!***

Spastic Paraplegia Foundation, Inc.  
<http://www.sp-foundation.org>