



**HOW TO RAISE \$500 IN 10 DAYS**  
**And Become a Member of the**  
**“Winner’s Circle”**

- 1. Letter Writing:** Complete and return your walk pre-registration form and set a fundraising goal for yourself. Write a letter explaining what it is that you are doing, why you are doing it, how the funds raised will benefit those suffering from asthma. Ask for a generous donation to support the life saving work of the American Lung Association. Mail, e-mail or hand-deliver it to the people below.
- 2. People who write letters for contributions are five times more likely to reach or exceed their fundraising goals. Letter writing works!**
- 3. Build and follow a fundraising plan:**

<u>Day</u>	<u>Action</u>	<u>Totals</u>
1	Pledge yourself for \$25	\$25
2	Ask significant other to donate \$25	\$25
3	Ask parents or in-laws to donate \$50	\$50
4	Ask four family members to donate \$25 each	\$100
5	Ask five friends to donate \$20 each	\$100
6	Ask your boss to pledge \$50 and provide company match	\$50
7	Ask 5 co-workers to pledge \$10 each	\$50
8	Ask five neighbors to donate \$10 each	\$50
9	Ask Aunt and Uncle to contribute \$20	\$20
10	Ask three locals businesses you patronize to pledge \$10 each	\$30
<b>GRAND TOTAL:</b>		<b><u>\$500</u></b>

**Note:** Want to raise much more than \$500? Write more letters and mail, e-mail or hand deliver it to:

- Good friends and relatives who are on your holiday card mailing list
- Your co-workers and neighbors
- Local businesses that you have supported over the years
- Your accountant, lawyer, real estate agent, physician and anyone else who provides you and your family with professional services
- Business associates (vendors, suppliers, consultants) who are in your rolodex at work