



A pledge-driven dog walk and community-wide animal celebration

# Letter Writing Campaign & Tips

**One of the most effective ways to raise money for the Mutt Strut is to launch a letter-writing campaign.**

By simply drafting a “Dear family and friends” letter explaining why you, your family, your friends, your employer, and/or your co-workers are participating in the Mutt Strut, you can reach your largest audience without even leaving the comfort of your home! And, it can be your ticket to fundraising success. Below are some steps to help guide your letter writing. And, please also remember that you can also utilize your Mutt Strut Personal Fundraising Page to tell your story and provide your friends and family with the opportunity to make an online donation that will support you and your fundraising efforts!

**1 Develop your mailing list:** The larger your distribution list, the larger your results! List ideas include:

Address Book • Rolodex • Holiday Card List • Team/League Rosters • Church/Club Directories • Vendors • Fraternal/Alumni Groups • Classmates • Teachers • Roommates • Neighbors • Friends • Co-Workers • Business Colleagues • Businesses You Frequent • Hairdresser • Mailman • Financial Advisor • Insurance Agent • Accountant/Tax Preparer • Lawyer • Doctor • Vet • Dentist • E-mail address book

**2 Write your Letter:** Successful letter-writing tips:

- Include your individual or team fundraising goal
  - Ask that donations be made online at your personal fundraising page and provide the link
  - Include a self-addressed, stamped envelope if you feel the potential donor prefers mailing a donation to pledging online
  - State that a donation is tax-deductible and that checks should be made payable to: FFDAS
  - Include a deadline for donations that is before the event
  - Include the links you received when registering for the Mutt Strut; they are also available at your personal fundraising admin page. Provide potential donors with your link to make an online credit card donation to support you and/or your team. Providing these links is the most direct route to your personal fundraising page, and the quickest and easiest way for people to support you online.
  - Provide a photo of you and your pet (or your team/family) in the letter
  - Explain why you are grateful for the Dearborn Animal Shelter and support their efforts on behalf of homeless and lost animals
  - Make it personal. Perhaps you have adopted a pet from a shelter or you lost a pet and recovered him/her from a shelter
- If you participated in the Mutt Strut last year and sent out a letter, here are some ideas on what to put in this year’s letter:
- Details on how many animals the Dearborn Animal Shelter supported last year and the number who were returned to their family or found a new forever home due in part to the funds raised by you with their help for this event. These stats are available on the About the Friends page on the Mutt Strut web site: [www.dearbornmuttstrut.com](http://www.dearbornmuttstrut.com)
  - A recap on last year’s event (how well you/your team did, what you did that day, etc.)

**3 Mail or E-mail your letters:** Ideally, your letters should go out six weeks before the event. However, it is never too late to turn in collected donations, even if they come in after the event!

**4 Collect & turn in your donations:** If you have a personal fundraising page you can turn in donations at the Dearborn Animal Shelter before the event and they will be posted for you. You may continue to collect donations online until May 31st.

**5 Send Thank You Notes:** Announcing your (and your team’s) success and acknowledging your donors generosity will ensure their future support!