EMAILS OR LETTERS?

Email is the fastest way to get your online fundraising website information out to all your family and friends & many people prefer the ease of simply clicking on a link in an email to donate on line. It is also a great tool for sending event updates reminders.

Letters take a bit more time but can be really effective because some people you know will respond better knowing you took the time to write and mail one.

Why not use both? Many people will need more than one request to donate, so it's okay to send your invitation to donate via both email and letter.

Begin Email Fundraising by:

- **Send an email to your entire contact list that tells what you're doing, why (always include your REASON) & how they can help**

    Copy and paste your personal web page address (featured in the "Details about your New Fundraising" email you got from Mobile Cause right after setting up your page)

    Add the R4aR logo to your email signature & include a hyper-link to your personal fundraising website and encourage everyone to visit it and support your efforts

- **Want that emailed opened? Use a catchy email subject – it can make or break your communication**

    1. Make it short. "I can't thank you enough" or "I need your Help!" are good examples. Research has found that a subject line with 29-39 characters gets the best click-through rate and that a 4-15-character line has the best open rate.

    2. Spell out an immediate benefit. Encourage the reader to open that email right then by including a time element. For instance, "Time to help is running out!"

    3. Arouse curiosity. Another tactic is to promise some useful or important information in the subject line, such as "You won't believe what I'm about to do!"

    4. Provide a distinct value proposition. What benefit will the reader get by opening your email? Something like "Want to be a HERO & Help?"

- **Page down for tips on "KEYS Writing a Good Email or Letter"**

Begin Personal Letter Fundraising by:

- **Send a personal letter to everyone on your holiday card list or in your address book sharing what you're doing, why (always include your REASON) & how they can help**

    Be certain to include personal keyword and tell them to text that to 71777 (found in the "Details about your New Fundraising" email you got from Mobile Cause right after setting up your page)

    Be certain to include your personal web page address (also in the "Details about your New Fundraising" email you got from Mobile Cause right after setting up your page) so they can donate and/or follow your progress on line

- **Want that letter opened? "Personal" is Best!**

    1. Instead of using labels, write the recipients address & your return address in yourself so it's not confused with the enormous amount of "mass mail" everyone gets each day.

KEYS to Writing a Good Email or Letter:

- **Let people know what you're doing, planning to Rappel for a Reason needing support from the Aubrey Rose Foundation**

- **Include you're doing this to help a specific (include your REASON'S name & conditions) critically ill child whose family is struggling financially**

- **Share that your REASON has asked for the support of the Aubrey Rose Foundation & include the foundations website (www.aubreyrose.org)**

- **Make sure you specifically ASK for help reaching your goal by ASKING for a donation – the "Ask" or request for a donation is very important**

- **Let people know how to donate (either through your personal keyword being texted to 71777, your personal webpage address, or include a self-addressed envelope)**

- **Tell them donations are 100% tax deductible**

- **Include a personal fundraising deadline, so people don't put off donating (remember, funds need to be raised by July 13th)**

- **Be grateful – "Thank you" goes a long way!**

- **Check out our "Sample Fundraising Letter" available on the Rappeller Resources page under "Printable Forms"**