



Letter Writing Campaign

A tried and true fundraising technique - the classic letter writing campaign.



Next Steps

- Create a target list of people to send letters to (classmates, coaches, coworkers, extended family, family friends, friends' parents, dentist, doctors, employers, hair stylist, minister/rabbi, members of your gym, neighbors, teachers, local businesses, etc)
- Utilize buildOn's templated letters, (page 16-18 in our complete [Fundraising Guide](#)) but personalize them with your buildOn story and for each person you're reaching out to
- Send out the letters (either by hand, email, mail)
- Follow up with a phone call if you don't hear back from them in a week

Tips

- Adjust the ask based on the person (you may ask a classmate for \$5, a teacher for \$25, a doctor for \$50)
- Create a sense of urgency, telling your donors that you're raising money by a certain date
- THANK your donors and provide updates

Level of Effort: Low
Number of People: Individual
Expected Amount Raised: \$\$\$\$

Do you have fundraising idea of your own that other Community Teams like yours can benefit from? Fill out this [form](#)