



Letter-Writing Campaign Instructions

1. **Write a letter** describing the Big Scramble and asking friends and family for donations to help in the fight against Alzheimer's disease. Describe why the cause is important to you. We have three versions of a letter available on our site or you can write your own! Personalized letters with stories or photos are always more powerful.
2. **Print a donation form** (a downloadable version is available on the Big Scramble Team Fundraising page) and include it with your letter so the donation will be properly credited to your fundraising efforts.
3. **Include a self-addressed stamped envelope**, making it easier to get donations returned.
4. **Mail letters** to friends, family and co-workers. Then expand and send them to your doctor, dentist, yoga instructor, dry cleaner, hair stylist and dog walker. You can use your home address or your local Alzheimer's Association chapter address.
5. **Follow up** with a phone call or by mentioning the letter to friends you see face-to-face. Many potential donors simply forget to give without a reminder.
6. **If donations are mailed to you**, bring them to the Big Scramble event.