

WALKATHON SAMPLE REQUEST FOR SUPPORT LETTER

This sample letter can be used as the basis for your own e-mail or letter writing campaign, or you can compose one of your own. Don't forget to include the website so that your friends, family, neighbors and co-workers will know they can make their donations online, if they so choose

Dear _____,

I am writing you today to tell you about an upcoming event in which I am participating that is very important and exciting to me. It is the annual 5 km NAMI-McHenry County Walk for Mental Illness Awareness.

[Insert a paragraph here about why you're walking (i.e. for a family member, friend, for your company etc.)]

I would like to ask you to come and walk with me, or to donate to NAMI-McHenry County to support my participation. If interested in joining me on the walk or being my sponsor, visit www.namimchenrycounty.org. There you will find more information about the walk, and online registration and PayPal donor links.

NAMI, the National Alliance on Mental Illness, is the largest education, support, and advocacy organization serving the needs of all whose lives are touched by mental illness. This includes persons with mental illness, their families, friends, and employers, the law enforcement community, and policy makers. The NAMI organization is composed of approximately 1100 local affiliates, including NAMI-McHenry County, fifty state offices, and a national office.

For over twenty years, NAMI-McHenry County has been providing help and hope to families and people living with mental illness through a variety of programs, including two group homes, free family education and support groups, community education and advocacy, and support for research and improved treatment.

NAMI has been given an "A+" rating by The American Institute of Philanthropy for efficient and effective use of charitable dollars. NAMI is a 501(c)3 charity, and any donation you make to support my participation in this event is tax deductible. When you give a gift to NAMI, 100% of your donation goes directly to serving families and people with mental illness in our community, and to help find cures for mental illness.

Thank you in advance for your support.

Sincerely,

(your name)