



**Name of Participant – Event Name & Event Minimum**

**As of <date> has \$\$\$ in Paycor account.**

The Leukemia & Lymphoma Society’s mission is to cure leukemia, lymphoma, Hodgkin’s disease, myeloma and to improve the quality of life for patients and their families.

Since that first team crossed the finish line in 1988, more than \$380,000 TNT participants have raised more than \$950 million for blood cancer research and patient services. And now you get to be part of this amazing program.

**LETTER WRITING CAMPAIGN**

The first part of a successful fundraising strategy is your letter writing campaign. You can find sample letters, tips, and ideas in your Fundraising Packet. Here is a formula that will help you anticipate how much you can raise with your letter writing campaign. Remember to turn in your 25-100 letters by the deadline! But note, that you can turn them in well before the deadline too!

	<b>EXAMPLE:</b>	<b>MY STRATEGY:</b>
<b>Number of letters mailed:</b>	100	
<b>Goal date to mail:</b>	Enter date	
<b>Percent of response expected:</b> (50-60% is average)	X 55%	
<b>Total Donations expected:</b>	= 55	
<b>Average Contribution (\$25):</b>	55 x \$25	
<b>Anticipated Funds Raised from Letter Campaign:</b>	= \$1375	

**ONLINE FUNDRAISING CAMPAIGN:**

When you registered, a Web site was created for you. This is a wonderful tool! Put your Web site address in your e-mail signature line and in your letters. Update your page frequently with your fundraising and training progress. Challenge your Web site readers and donors to competitions. Talk about your Honored Heroes. Post photos and accomplishments. Be creative! The more people want to read your Web site and stay updated with your progress, the more they will be inspired to donate to your cause.

	<b>EXAMPLE:</b>	<b>MY STRATEGY:</b>
<b>Number of emails sent:</b>	100	
<b>1<sup>st</sup> e-mail to be sent by:</b>	Enter Date	
<b>Percent of response expected:</b> (50-60% is average)	X 55%	
<b>Total Donations expected:</b>	= 55	
<b>Average Contribution (\$75):</b>	55 x \$75	
<b>Anticipated Funds Raised from Letter Campaign:</b>	= \$2025	
<b>2<sup>nd</sup> e-mail to be sent by:</b>	Enter Date	
<b>3<sup>rd</sup> e-mail to be sent by:</b>	Enter Date	
<b>4<sup>th</sup> e-mail to be sent by:</b>	Enter Date	
<b>5<sup>th</sup> e-mail to be sent by:</b>	Enter Date	

**ADDITIONAL FUNDRAISING ACTIVITIES:**