



WRITE A LETTER

One of the most effective ways to raise funds is to send a solicitation email or letter. If you are genuine and explain why you are participating in Footsteps for Progress, your friends and family members will be happy to support your efforts. Below is a **SAMPLE LETTER** to get you started! Make sure to add the link to your fundraiser profile with instructions on how to make a contribution.

Dear **Name**,

I'm happy to share with you that I have joined Queens Centers for Progress to help raise awareness about their agency that provides supports and services to adults and children with intellectual and developmental disabilities in Queens communities. I will be **walking/running** in their annual Footsteps for Progress 5K Run/Walk/Roll on April 13, 2024! I am **walking/running** in honor of **insert names of those you are honoring and any other personal details about their stories**.

Please help me in this journey by donating to my **walk/run efforts**. Through their high quality and comprehensive programs, ranging from nursery school to placing individuals in fulfilling jobs, it is clear that QCP promotes the independence of the people they serve and provide them with the resources they need to **live their best lives!** Together, with our help, QCP can continue their important mission to improve the quality of life of those they serve.

My goal this year is **insert goal**. Please donate what you can here: **Include a link to your profile**.

Thank you for your support!

Sincerely,
Name

We all have a network of potential donors available to us - start by making a list! Consider including:

- Your friends & family
- Current and former colleagues
- Neighbors
- Your contacts through your church or religious institution
- Classmates or former classmates and teachers
- Contacts within the cancer treatment community
- Anyone who considers you their client:
 - Your real estate agent
 - Your lawyer
 - Your barber/hair stylist
 - Your trainer or fitness instructor
 - Your doctor, chiropractor or masseuse
 - Local business you frequent

GETTING SOCIAL

One way to reach a broad audience is to post a link to your profile on social media and ask your friends/family to make a small donation. You can do this several times throughout the fundraising season.

SAMPLE POSTS:

I'm walking/running in @QueensCP Footsteps for Progress 5K Run/Walk/Roll on 4/13/24. I will be walking/running for to help raise funds and awareness for adults and children with intellectual & developmental disabilities in Queens. Please help me and my team make a difference - every dollar counts! <insert fundraising link>

On 4/13/24 I will be walking/running in @QueensCP Footsteps for Progress. QCP provides supports & services to IDD individuals in our community, and they have BIG goals this year. Help me raise awareness for this incredible agency: <insert profile link>

SAMPLE TWEETS:

I'm registered to walk/run in @QueensCP Footsteps for Progress on 4/13! Support me in my efforts to raise awareness <insert fundraising link>

Training starts today for my @QueensCP walk/run on 4/13! Let's make a difference for the #IDDCommunity! <insert fundraising link>

Just received my 1st donation for my @QueensCP Footsteps for Progress Walk/Run - thank you! Excited to walk/run for #IDDCommunity on 4/13 <insert fundraising link>

HASHTAGS:

Hashtags are a great way to make your posts searchable and relevant in a sea of tweets and posts! Include our hashtags on your social media efforts:

#QueensCP #QCP #FootstepsForProgress #5K #RunWalkRoll #QueensCommunity #IDDCommunity