



# Team Resilience

Race for Depression Awareness with Erika's Lighthouse

## Snail Mail

While online fundraising is easy and incredibly common – not everyone is comfortable with donating online or receiving financial requests via email. At times, a more personal, traditional approach may be needed.

### A Few Pointers

- **Create a list** of your potential donors to determine the best way to reach them.
- **Customize your letter** and tell your story about why you are supporting Erika's Lighthouse.
- **Use practical examples** of how funding can help – we have provided some examples.
- **Utilize statistics & information** to tell your story.
- **Ask for more** because people can always give you less – but will rarely give you MORE.
- **Create a challenge** to your donors based on your giving "Will you match my \$100 towards depression awareness?"
- **Don't be afraid** because no one will be angry that you are working towards a cure and no one will donate if they aren't asked.
- **Add your signature** to the letter if it's typed.
- **Handwrite a note** or the whole letter for a much more personal approach.
- **Include a Donation Form** with every letter to be sure people can donate easily.
- **Provide a way to respond** to the letter with a donation. You can have the form mailed directly back to Erika's Lighthouse or you can collect it and send it to us.

Don't forget our other fundraising resources, tools and tips on your Fundraising Center.

If you have questions or would like assistance writing, printing or mailing letters, reach out to:

Nick Crothers  
Fundraising & Events Manager  
nick@erikaslighthouse.org  
(708) 581-6223



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<Recipient Name

Address

City, State, Zip>

Dear <RECIPIENT>,

**Did you know that 1 in 5 teens experience depression before adulthood? It is an unfortunate reality in today's world. However, *together, we can do something about it!***

That is why I am supporting Erika's Lighthouse through <EVENT/RACE/CAMPAIGN>!

Erika's Lighthouse is a not-for-profit dedicated to educating and raising awareness about adolescent depression, encouraging good mental health and breaking down the stigma surrounding mental health issues. They work to promote inclusive school cultures around mental health by empowering educators, students and families through our Classroom Education, Empowerment Clubs, Family Engagement and School Policy & Staff Development. Their vision is to make sure no young person feels alone in their depression, and that everyone in the community has the knowledge and support they need to create lasting, positive culture change.

Your support of my efforts will mean so much, not only to me, but to all of those experiencing depression. My goal for the event is <\$\_\_\_\_\_>, and you can provide one pivotal step in helping me reach it. Please visit [erikaslighthouse.org](http://erikaslighthouse.org) to read more about why I'm working to make a difference & to donate online. I can also take your donation through the mail, using the enclosed donation form.

Thank you for your support and consideration. Any contribution you can offer will help us *Get Depression Out of the Dark!* You can make checks payable to Erika's Lighthouse and mail them to Erika's Lighthouse at PO Box 616, Winnetka, IL 60093

Thank you!

<Your Name>