



Crafting a Personal Appeal

*"We are fortunate to have a large circle of family, friends, and clients who love Isabel and are incredibly supportive. **So our job was really pretty simple, just ask.** And we did—and we raised nearly \$70,000."*

— Michael and Rebecca, whose daughter Isabel has an Oligo

"I am so grateful that you sent us a letter about your crusade to help find a cure for Oligo. Like most people, I desperately wanted to help but didn't know what to do."

— Donor to Oligo Nation

Not surprisingly, the two critical elements to your outreach effort are to make it personal to your situation and to make a strong appeal for the reader's support of Oligo research. The keys to writing a good appeal letter include:

- **Make it personal.** If you or someone you love has an Oligo, this has been a scary and difficult journey for you. Tell the reader a little about this. How there are so many things you look forward to in the future (raising your kids, having grandchildren, continuing to be an active person in your community). But that Oligo may not allow you to do so.
- **A picture is worth a thousand words.** Pictures of you, your family, etc. reinforce the emotional bond with your friends and allow people that may not know you or your loved ones to put faces to names.
- **Don't pull punches.** Mention that the Oligo is currently incurable and, in the absence of new treatments, it affects life expectancy. This is a brutal fact, and one that all of us hate to acknowledge, but it makes it clear that we need their support NOW.
- **Tell them about your commitment to raising money and awareness.** The more they see your commitment, the more they are going to want to help. If you can make a substantial donation, mention it in your letter. If you will be organizing or participating in an event, mention that as well.

- **Mention how underfunded brain tumor research is** compared to other cancers (see Oligo Research on website) and that until Oligo Nation, there was essentially no money going to Oligo research. However, the potential for medical breakthroughs has never been greater due to new opportunities in fields like genetics and immunotherapy.
- **Share the real success this effort has already generated** with funding going from zero to several million dollars per year. People like to be associated with a winner, so the fact that the Oligo Nation is funding important research programs at leading centers in the US and Europe (Stanford, UCSF, Duke, MD Anderson, etc) is proof that their contribution will be spent wisely.
- Over 90% of donations to Oligo Nation go directly to research. This is a very high number compared to most non-profits.

–Let them know how to donate:

–Go online: www.oligonation.org

–Or Contact Oligo Nation:

Oligo Nation

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