This worksheet is designed to help you create a list of people to send your Walk appeal letter/email to. It is said that the average person has a pool of people they know of well over 200 people -- however in these days of Facebook/Instagram it is even more -- who they would consider inviting to their wedding or who would attend their funeral. These are the people who you should be sending your personal fundraising letters to and this list is to help you begin to identify the “pool.” If you have more than five people in certain categories (which you probably will), make sure you send a letter/email to all of them.

### Immediate Family
(Spouse, Children, Parents, Siblings)
1. __________________________
2. __________________________
3. __________________________
4. __________________________
5. __________________________

### Distant Family
(Aunts, Uncles, Cousins, In-Laws)
1. __________________________
2. __________________________
3. __________________________
4. __________________________
5. __________________________

### Work Acquaintances
(If you have an office announcement board, announce your efforts there)
1. __________________________
2. __________________________
3. __________________________
4. __________________________
5. __________________________

### Neighbors
1. __________________________
2. __________________________
3. __________________________
4. __________________________
5. __________________________

### Place of Worship
1. __________________________
2. __________________________
3. __________________________
4. __________________________
5. __________________________

### Social Groups
(Examples of social groups are sports teams, crafter groups, book clubs, meetups, other clubs such as, VFW, Lions, Rotary, etc)
1. __________________________
2. __________________________
3. __________________________
4. __________________________
5. __________________________

### Businesses
(This is for businesses where you are a customer, including local restaurants, gas stations, retail stores. Don’t forget service providers such as doctors, dentist, pharmacist, vet, hairdresser, mechanic, attorney, cleaner)
1. __________________________
2. __________________________
3. __________________________
4. __________________________
5. __________________________

### Painful Purchases
(These are for infrequent, large purchases. Sometimes they are planned (new pool, new car, new house, furniture) while others have bad timing (broken furnace, new tires, tax preparation, new appliances, etc.) Planned or not, they make you an instant high paying customer and a good candidate to ask the business for a donation.
1. __________________________
2. __________________________
3. __________________________
4. __________________________
5. __________________________

### Don’t Forget…
To use your social media sites such as Facebook, and LinkedIn, and contacts on iPhone or other smart phone, and finally, don’t forget your holiday card list!

For help reaching your personal fundraising goals, please contact: Karen Gromis, kgromis@namimass.org or 617.580.8541 x 204 or Katherine Opiela at kopiela@namimass.org or 617-580-8541 x215