












How To Raise Pledges

Thank you! Hallmark Health's experienced physicians and clinicians offer the finest multidisciplinary treatment to patients whose lives are threatened or limited because of heart attack, aortic aneurysm, or vascular disease. By walking in the Stride for Health on June 6th, you are supporting cardiac and endovascular care close to home.

The following tips will help you succeed in raising funds for the effort.

-  Make your own pledge of support! Your own pledge will start you on a strong note and help you make a compelling case to your prospects.
-  Make a list of people who should support you. They may be co-workers, family members, friends, even your hairdresser, dry cleaner and dog groomer. And especially ask those whose lives have been touched by cardiac and vascular disease.
-  Start with the best prospects on your list and work your way down. Don't be afraid to ask -everyone wants to be part of a good cause!
-  Start early to ensure that you connect with lots of supporters. Also, an early start will help you collect pledges in a timely manner.
-  Familiarize yourself with the Cardiac & Endovascular Center. (A fact sheet is available on the website.) Remember, this is your opportunity to educate people about how the Cardiac & Endovascular Center will save lives.
-  Set your goal high, let those you are asking know your goal and when asking, suggest a minimum gift amount. You might phrase your request in the following way... "I'm walking in Hallmark Health's Stride for Health on June 6th because every minute counts when you're having a heart attack or stroke. I hope you'll consider a pledge of \$50."
-  The best approach is to create a fundraising page on-line through Firstgiving and send out an email blast to everyone you know. This can be done through the Hallmark Health website. Or ask supporters through personal contact - a meeting or phone call. When that's not possible, write a personal letter and email, and don't be afraid to follow-up. (Sample letters are also available for Walkers on the website. Remember to send a self addressed stamped envelope to help make it easier for busy supporters to make a pledge.)
-  Print out a pledge sheet and post it at work. Start the sheet out with larger pledges. This encourages others to give generously and from the "heart".
-  Remember to thank those that pledged through email or by letter.

**Ask for help if you need it! If you have questions or concerns,
 contact the Hallmark Health Development Office at
 781-979-6116.**