

Life After SCA

Presented by the HeartRescue Project



Tips for creating community partnerships

A key component of the continued success of your survivor group is support from community partners. You may want to ask for contributions for a specific event, like a survivor celebration, or for ongoing assistance of your survivor support group.

There are all types of organizations out there that will be happy to partner with your support group: local hospitals, pharmacy groups (Walgreens, CVS), grocery stores, cardiology groups, fire and EMS agencies, even your local donut and ice cream shop. Start asking and you will be surprised at the positive response.

Use a sample letter for soliciting donations.

Go to LifeAfterSCA.org to download sample letters for soliciting donations. While a sample letter can be a good resource to help you with writing a request, it should not be used exactly as written in most situations. When possible, address your letter to a specific person and customize your letter with as much detail as

possible. Some basics to keep in mind when drafting or editing your letter are:

- Briefly describe the background of your group and include the mission statement.
- Mention any specific project or program that will benefit from the donation.
- Provide some data about SCA, like the fact that over 325,000 people in the U.S. suffer from sudden cardiac arrest each year.
- Give details on how to submit the donation to your organization.
- Be clear if donations to your group would be tax deductible.
- If you will be acknowledging any donations or recognizing donors, either on a website, in the program, or at meetings, etc., state that in the letter.
- It is best to use a traditional business letter format.
- It's essential that the final fundraising letter that you send out be customized to meet the needs specific to your particular organization and written in a manner likely to appeal to your potential donors.

Be sure to say thank you.

Make sure to follow up any donations with a personalized thank you letter or card. You can often count on repeat donations, so pave the way for additional support. Here are some tips for writing a thank you letter to your donors.

- Make sure your letter is warm and sincere.
- Personalize the letter. Send it to an individual from you or one of your group members.
- Be sure to explain how the donation will be used.
- Tell your donor what will happen next, when will they hear from you and how. If they are being invited to your meeting, provide them with information on your meeting and let them know you are looking forward to seeing them.

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LifeAfterSCA.org provides resources to help survivors of sudden cardiac arrest and their families. **Because every SCA survivor who gets a second chance at life also deserves a second shot at living.**