



TIPS: Having Trouble Thinking of 100 People To Send Your Letters To?

We set a reasonable goal of sending your support asks to 100 people in your extended circles of influence. It may be hard to think about 100 people that you know, but with a little effort, you may just surprise yourself! In fact, we've compiled some ideas to help you with this brainstorm. If you work through this list, 100 asks will seem much more possible. In fact, you may find that there are more than 100 names on your list! The more letters you send, the more money you'll raise and the more the marathon will be worth your time. Don't forget that you can send letters AND emails to the same people for a better success rate!

1) Family

- Immediate family
- Relatives — close and distant
- Parent's or spouse's list

2) Friends

- Close friends
- College friends
- Parent's or spouse's friends
- Close friends' friends
- Your child's friends' parents
- High school/ college friends
- Golfing buddies
- "Civic" friends (dentist, doctor, accountant, insurance agent, barber, realtor, broker, neighbors, banker, etc.)

3) Work/Business Contacts

- This has shown to be one of the most effective. People like to know what you do personally; it's a good conversation piece.
- Employers, employees, vendors, suppliers, clients, co-workers, etc...
- Office mates/work partners
- People who do work for you
- People you sell to or do work for

4) Church Contacts

- People in your small group
- The church itself, mission board
- Sunday school class
- Other golfers in the church
- Miscellaneous friends and acquaintances