

# THE PERFECT PERSONAL ASK

- 1 Personalize Your Greeting
  - 2 Share your Personal Story
  - 3 Explain what you're doing
  - 4 Share your goal and make a clear call-to-action
  - 5 Why they should donate to CHOC
  - 6 Thank!
- \* Bonus: 2nd call-to-action!

1 Dear John,

2 When my sister was just 10 years old, she woke to unbearable head pain. After rushing her to our local hospital, physicians told us to wait three days for observation. Luckily, a pediatric critical care specialist, Dr. Knight, was on call at that hospital and suggested she be transported to CHOC. Her scans revealed an arteriovenous malformation (AVM), a tangle of weakened blood vessels that ruptured and started a brain bleed. Upon arrival to CHOC, Mackenzie immediately underwent neurosurgery. She was placed in a medically-induced coma for several days, and we didn't know if she would survive. Thankfully Mackenzie recovered after spending months with child life specialists, physical therapy, and rehabilitation learning how to walk and talk again.

3 Not long after her surgery, we attended our first CHOC Walk. We were moved to see how many community members come together to support CHOC and their mission: to Nurture, Advance and Protect the Health and Well-Being of Children. This event holds a special place in our hearts, and this is our 13th year participating. We're excited to fundraise again this year to help more children.

4 Our team, Team Mackenzie, has set a goal of raising \$5,000 this year! I know it's BIG goal, but with your support I have no doubt we can reach it. Please make a generous donation TODAY by visiting [www.chocwalk.org/TeamMackenzie](http://www.chocwalk.org/TeamMackenzie).

5 We learned firsthand how much everyone at CHOC cares – the doctors, the nurses, the administrators, and staff throughout CHOC all genuinely care about the children and their families. We're forever thankful for Dr. Knight for recognizing the severity of Mackenzie's condition, and acting fast.

6 Thank you in advance for your support and generosity!

Sincerely,  
Zach

\* P.S. Does your company have a matching gift program that might be willing to match your gift?

