

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, I learned about CHOC Follies. This annual event holds a special place in my heart because it allows performers to come together and sing, dance, and act to raise money for CHOC! This year we raise funds in support of the Mental Health Inpatient Center which serves children ages three - 17.

4 For my 5th year of Follies, I've set a goal of raising \$5,000! 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.chocfollies.org/Mackenzie.

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.

Thank you in advance for your support and generosity!

6 Sincerely,
Zach

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

