

APPENDIX C: SAMPLE LETTER WRITING CAMPAIGN

Letter from a Parent

Friends:

As most or all of you know, our son Troy is a 2 year old with Down syndrome. In addition to being a happy, healthy little man, Troy has been a major ambassador of goodwill in his short time with us and his impact has been enormously positive. In short, Troy is a terrific and special little kid who has reminded us about all of the really important things in life and who has a bright and wonderful future ahead of him.

When Troy was first born we thanked everyone who had provided good thoughts, deeds and wishes. In the almost 24 months that Troy has been with us the kindness and thoughtfulness have continued and, amazingly, even gained strength -- it is at times overwhelming and we cannot thank you all enough.

Many of you have asked about a way to help or otherwise become involved in Down syndrome-related charities. To that end, the Red River Valley Down Syndrome Society is having their annual Awareness Walk, the REACH Rally, in Paris Texas on September 7, 2013. The REACH Rally is designed to promote awareness and inclusion for people with not only Down syndrome, but for all individuals with a disability, as well as to raise money to support RRVDSS. Needless to say, it promotes a cause that is close to our hearts.

As stated above, REACH Rally will take place in Paris Texas on September 7, 2013 at the Love Civic Center Pavilion and Trail de Paris. Registration will begin at 2:00 p.m. with the walk kick-off at 4:00 p.m. The walk is about a mile long (strollers, wagons and dogs are permitted) and it will be preceded with entertainment including bounce houses, musical entertainment and carnival-style game booths.

We would love as many of you as possible to partake -- but we do not mean to pressure anyone and do not want anyone to feel compelled. We recognize how busy everyone is, however, we just wanted to let you all know about the event and thought it might be a great opportunity to get together with some friends. We are committed to raising awareness about Down syndrome as well as educating folks that a complete and happy life is possible for people with disabilities.

Please let us know if you intend to participate and please pass this note along to anyone who might be interested or to anyone that I might have omitted.

Hoping to see you all on the September 7th. Thank you in advance for your support and generosity.

With warmest regards,

(Name)

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Letter from a Self-advocate

Dear Friend:

On behalf of my family and all other families at the Red River Valley Down Syndrome Society, we are asking for your help.

Someone is going to ask you to donate to a cause. I believe it might as well be me! I have Down syndrome and can think of NO BETTER CAUSE!!

Down syndrome is the most commonly occurring chromosomal condition. One in every 733 babies is born with Down syndrome. Down syndrome occurs when an individual has three, rather than two, copies of chromosome 21. This additional genetic material alters the course of development and causes the characteristics associated with Down syndrome. Down syndrome occurs in all races and economic levels. Today there are 400,000 people in the United States with Down syndrome.

At this time, the cause is not known. In addition, THERE IS NO CURE.

The REACH Rally is the most important event of the year. People from all over the area participate in a one mile walk in Paris, Texas to promote awareness for all people with not only Down syndrome, but any type of disability. In addition, we raise funds to help support local programs that help individuals like me.

Please consider sponsoring me for the REACH Rally by making a donation in any amount. Your donation will help me and many other individuals with disabilities.

Thank you for your support.

Sincerely,

(Name)

(Address)

Note: Please make checks payable to RRVDSS and mail to PO Box 6455, Paris Texas 75461.

Please put my name/team name on the memo line and REACH Rally.