

Letter Writing Campaign Overview

A letter-writing campaign is an easy way to fundraise for St. Jude Children's Research Hospital. In this event, you will write letters and send them to your friends, family members, and other acquaintances. In these letters, the extensive research and impact that St. Jude Children's Research Hospital has on the lives of countless children and families is expressed and it will request a donation from the letter recipient.

You can participate as an individual or with your chapter/state in this campaign. It is important to remember that you need to reach out to the ESA for St. Jude Coordinator at ESA Headquarters to receive the template you will use to write your letter. DO NOT create your own letter without getting it approved through ESA Headquarters. When you participate in this type of campaign you will use your own address list and cover the cost of postage and printing.

How to Create a Letter Writing Campaign

Below are the steps to organize a letter-writing campaign.

- Email the ESA for St. Jude Coordinator (esaforstjude@epsilonsigmaalpha.org) to let them know you would like to do this event as an individual, chapter, or state.
1. Update the letter template ESA Headquarters provided with your:
 - a. Donor's name
 - b. Your signature
 - c. Your membership information on the bottom portion of the letter. This will ensure you receive credit
 2. Print and mail your letters: All postage and printing cost is covered by the individual/group who wishes to participate in this event.