



Sample Letter: Letter to the Editor

If you feel that your story of why you are participating in Challenge Walk MS is newsworthy and compelling, help us spread the word! Write a letter to your local community paper – even send a picture! Editors will be interested in your connection to multiple sclerosis and the fact that you have joined the movement to make a difference.

When deciding whether or not to send a letter to the editor of your local community paper, consider the following possible outcomes:

- Increased awareness of MS in your area
- Additional donations to your personal or team fundraising
- Increased media coverage resulting in additional event participant registration, additional volunteers, and additional donations for the event
- The editor may ask for more information or a photo shoot

If you've decided to send the letter, please include the following:

- Who you are and why you are participating. Provide contact information (email address, phone number or both)
- Accurate information about the event, including its name, location and dates
- How readers can help! (i.e. join, volunteer, donate)

Remember that ANYTHING you mention or write to the publication could be printed – nothing is "off the record."

You can send a photo too! When you email, perhaps attach a family or team photo taken at Challenge Walk MS last year. Here's a sample letter that you may use, or you're welcome to write your own:

To the editor:

Challenge Walk MS: Philadelphia Freedom Pass is a two-day, 26.2-mile charity walk benefiting the National Multiple Sclerosis Society scheduled for September 12-13, 2015. The Philadelphia Freedom Pass is taking individuals, like myself, from the Philadelphia region to the Eastern Shore in Maryland to take part in this event. I will be joining more than 200 participants in walking towards a cure for multiple sclerosis, a chronic disease of the central nervous system with no known cure.

I decided to participate in this year's walk because **<make this personal. Tell the audience why you chose to participate or who you are walking for. You may also talk about your previous experience at Challenge Walk>**.

I am asking my neighbors and community members to join the movement to make a difference for those living with MS and further the research that will one day find a cure. This is my call to action for everyone in **<your neighborhood or town>** to join the movement against MS at Challenge Walk MS. There are many ways to contribute – you can walk in the event, become a crew member, volunteer or make a donation – register today at www.ChallengePhilly.org or call 215-271-1500.

Thank you,

<your name>

<your mail address or phone number>

<your neighborhood or town>