



Creating Pathways Out of Poverty

# HOMEWALK

## Sample Recruitment Letter

Dear (NAME)

Los Angeles is the **homeless capital of the nation**. More individuals and families live without a place to call home here than any other city in the nation. In this time of economic crisis, when a growing number of families are facing serious financial hardships and many are becoming homeless, it is more important than ever to focus on permanent solutions to put an end to this unacceptable situation.

I am taking action and participating in United Way's 5K walk called HomeWalk on November 7th to raise awareness of the homelessness issue and the funds to do something about it.

To date, HomeWalk has mobilized over 8,000 walkers and raised over \$1,000,000 that has gone back into the community to support local programs that will help end homelessness for men, women and children in Los Angeles County.

We want to continue the success this year and need your help to do it. Please join my HomeWalk team and let's walk together to end homelessness in L.A. County. You can sign up through my webpage at [www.homewalkla.org](http://www.homewalkla.org). If you can't participate, please consider making a donation to my team at the same address. You can also register and donate by filling out the attached form(s) and mailing them directly to United Way: 523 West 6<sup>th</sup> Street, Los Angeles, CA 90014.

My team name is \_\_\_\_\_.

Please note this on your check and on the enclosed donation form.

Now more than ever we need to work together to fight poverty. So we can end homelessness for good.

Sincerely,

(Your name)

For more information on HomeWalk, please visit [www.homewalkla.org](http://www.homewalkla.org)