



The TOP 10 Tips for Writing A Fundraising Letter

1. Write a letter. Say what you are doing and why you are doing it. Tell your personal story and make it clear why *Walk with Us to Cure Lupus* is important to you and your family. Include information on lupus and the link to your Personal Webpage.
2. Mail or email your letter to family members, friends, co-workers and business associates (try using your holiday card mailing list) 3 to 10 weeks before the Walk. Include a link to your Personal Webpage in your email, or to the main Walk site (walk.lupusresearch.org) in your letter.
3. Consider enclosing a copy of your pledge form with your personal pledge on it so everyone knows that you are personally contributing to the cause you are asking them to support.
4. State your personal fundraising goal in your letter. The higher the better!!
5. Include in your letter some information on the important research programs that the Alliance for Lupus Research (ALR) is funding around the world.
6. Be sure to say that the donations are tax-deductible and that checks should be made payable to the Alliance for Lupus Research (or ALR).
7. Be sure to state that you would like the donation to you by the date of the Walk so you can turn it in on the day of the event. Enclose a return envelope, if possible. Donations should be returned directly to you so you can keep track of your supporters and personally thank everyone after the Walk.
8. Remember to include vendors, consultants and business people with whom you and/or your spouse may work with on your mailing list. These people tend to make larger donations since they often make them from their business checking accounts rather than a personal checking account.
9. Be sure to send thank you notes after the Walk to everyone who sponsors you.
10. Remember that the more people you ask, the more money you will raise for the Alliance for Lupus Research and lupus research projects.

*Contact your Regional ALR Fundraising Staff if you need help writing your fundraising letter.
866-925-5257 • walks@alr.org*



Sample Fundraising Letter #1

Date

Dear ,

It is that time of year again to rally up my friends and family to participate and support me in the South Florida *Walk with Us to Cure Lupus*. Thank you for all your past support. In these tough economic times, I need you more than ever! Every donation helps to fund valuable lupus research – every dollar counts!

Your continued support of the Alliance for Lupus Research (ALR) has enabled the ALR to commit almost \$90 million to cutting edge lupus research. After decades with no new treatments, the ALR is proud to have been a catalyst for increased attention to lupus research and it will continue aggressive efforts until new therapies are brought to market.

The amazing progress that the ALR has made keeps me more determined than ever, so please join me and my family at this year's South Florida Walk! If you are unable to attend, I hope that you will consider sponsoring me in this effort. Remember, 100% of your donation goes directly to support lupus research programs, because the ALR's Board of Directors funds all administrative and fundraising costs! All checks should be made payable to the Alliance for Lupus Research or you can donate online by visiting lupuswalksouthflorida.org.

Lupus has given me a keen awareness of the incredible, enduring value of friends and family. I no longer take anything for granted and cherish everyday what life has to offer. Thank you in advance for your support to fund research for this devastating disease that I and many others live with every day. Each step we take brings us closer to a cure and a world without lupus!

Warmest regards,

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Sample Fundraising Letter #2

Date

Dear Family and Friends,

I am writing to you about an upcoming event, which is very important to me and my family - the New Jersey *Walk with Us to Cure Lupus*.

The Alliance for Lupus Research (ALR) is sponsoring a 5K walkathon on the grounds of the MetLife Stadium, in East Rutherford, NJ. The event will take place in June of this year to raise money for lupus research. The proceeds from the Walk will be used to support research into finding better treatments and ultimately prevent and cure systemic lupus erythematosus (SLE or lupus). I am asking you to support this event that is very close to my heart by sponsoring My Family Team, or by joining us at the Walk.

As most of you know, I was diagnosed with Systemic Lupus Erythematosus, SLE, 5 years ago after the birth of my son. SLE is an autoimmune disease, which causes the body to attack its own tissue and organs. Lupus is a difficult disease to diagnose because most individuals with lupus, including myself, seem perfectly healthy. Lupus affects 1.5 million people in the United States. This disease affects mostly women in their childbearing years. To date, doctors do not know what causes lupus and there is no cure.

I hope you will join us in our crusade to find a cure for this disease. The Alliance for Lupus Research is important for individuals with lupus and their families. All donations are tax deductible and will go directly towards lupus research.

If you would like to support our family by making a tax-deductible donation, please make your check payable to the Alliance for Lupus Research. Send your donation to me, at 123 Sample Street, Anytown, NJ 12345. You can also pledge online at lupuswalknj.org. If you have any questions or would like to join us at the Walk, please feel free to call me at XXX-XXX-XXXX or send an e-mail to me directly. Likewise, you can also call the ALR at (866) 925-5257.

I thank you in advance for your support. With your help a cure could be in our near future.

Sincerely,

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Sample Fundraising Letter #3

Date

Dear Friends:

As many of you know, a year ago I lost my husband to a disease called Systemic Lupus Erythematosus (SLE or lupus). I am now writing you as a member of the Planning Committee and a Team Captain for the New Jersey *Walk with Us to Cure Lupus*. I would like to invite you to consider walking with me or sponsoring me in this event to raise money to find a cure for lupus.

Lupus, a life-threatening autoimmune disease for which there is no cure, affects approximately 1.5 million Americans. To date, no one knows what causes lupus although research is making progress. While the majority of those with lupus are women, the disease can also occur in young children, older people, and men. Lupus occurs when your immune system becomes too sensitive and begins to falsely attack your healthy body tissue causing damage and inflammation. The symptoms of lupus usually begin as vague flu-like aches, fevers, rashes, joint pain, fatigue, and those that mimic other diseases. Lupus can cause kidney failure, central nervous system complications like seizures and strokes, blood clots, miscarriages, lung failure, heart disease, high blood pressure, vascular problems, and an early death. Lupus is more common than leukemia, multiple sclerosis, cystic fibrosis, and muscular dystrophy combined.

The New Jersey *Walk with Us to Cure Lupus* is scheduled for June at MetLife Stadium in East Rutherford, New Jersey. The 5K Walk will start on the 50-yard line at 10:00 am. *100% of every dollar raised by walkers and corporate sponsors will go directly to support the best lupus research programs, because the ALR's Board of Directors funds all administrative and fundraising costs.* The sole mission of the Alliance for Lupus Research is to find better treatments and ultimately prevent and cure lupus.

If you would like to participate in the Walk please contact me, so I can provide you with Walk details. If you would like to sponsor me in the Walk, you can donate online, give your donations directly to me, or send them to my attention at PO Box XXX, Hometown, NJ 12345. Make all checks payable to the Alliance for Lupus Research.

On behalf of the volunteers active in planning this Walk, almost all of whom, like me, have been affected by lupus, thank you for your kind consideration of this request for your support.

Sincerely,

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