

# SAMPLE FUNDRAISING LETTER #1

Dear Friend:

I have very special news to share with you, so please let me take this opportunity to tell you about the exciting new challenge in my life. I am training for the (Fill in EVENT) as a member of the Massachusetts Chapter's Team In Training Program on behalf of The Leukemia & Lymphoma Society! Let me explain to you why I have chosen to make this commitment and then you will understand why I am so excited and determined to finish this (EVENT on FILL IN DATE).

Team In Training (TNT) exists to find a cure for leukemia, lymphoma, Hodgkin's disease and myeloma. It also looks to improve the quality of life of patients and their families. There is an estimated 1,012,533 Americans living with a blood cancer and every ten minutes a life is claimed by blood cancer. Leukemia is one of the leading causes of death in children between the ages of 1-15. The good news is that the survival rate has risen from 4% in 1960 to 86% in the last decade. This is in part due to the money that The Leukemia & Lymphoma Society has raised to aid researchers in their fight to find cures for this disease.

TNT is The Leukemia & Lymphoma Society's largest fund-raising program, bringing in nearly 98 million dollars this past year alone. Each participant in the program pledges to raise a certain amount of money during the 4-5 months they train for their event. I have set a personal goal to raise at least (FILL IN FUNDRAISING GOAL) for my (FILL IN EVENT) and 75% of every dollar spent at the Society goes to research, patient services and education.

The money that I will raise for research is fulfilling, but the most important and inspirational part of my training is knowing that my hard work could make a difference in the lives of my Honored Hero. I am running in honor of (FILL IN HONORED HEROES). (These/This) precious individual(s) (are/is) the reason(s) I am committing myself to this goal. With this inspiration how can I not fight my way to the finish line? It is a chance to embody a glimmer of hope for those who are battling blood cancers and to remember those who have lost their battle.

I am writing each of you to ask for your support. Your donation is tax-deductible and NO DONATION IS TOO SMALL.

I want to thank you in advance for your love and support! This is an exciting time and I hope you will choose to support me in my efforts to make a difference. I will be thinking of each of you as I cross the finish line on (FILL IN EVENT DATE).

All the best,

YOUR NAME

You can also donate online! If you wish to do so, please visit my Web site at [www.\\_\\_\\_\\_\\_.com](http://www._____.com).

For more information about the Society or Team In Training, please visit: [www.lls.org/ma](http://www.lls.org/ma) or [www.teamintraining.org/ma](http://www.teamintraining.org/ma).

## SAMPLE FUNDRAISING LETTER #2

Dear Family, Friends and Colleagues,

As I write this letter, I've got my legs up and my feet wrapped in ice packs. After each 12, 14, or 16+ mile run on the weekends, I join my friend, Greg, who is also training for a dip in his sub-forty degree pool – though I don't go much deeper than just above my knees! Yes, the marathon training is taking a toll on my body, yet every Tuesday, Thursday and Saturday, I strap on my running shoes to continue my training (not to mention cross-training every Monday, Wednesday and Friday).

Why continue inflicting such punishment on my body? Because the rewards are infinitely better!

New Milestones Each Weekend! Almost every week I surpass my previous longest run length and/or beat my best time in a given distance. The first run of this training was a five-mile run last November. I was excited, and at the same time, dreaded the thought of that run as I had never run more than two miles at one time in my life. Two weeks ago I ran (and walked) 14 miles in Cambridge, MA and while I was happy to complete my run, I felt I could have continued. On my way home, I was relieved to realize that I "only had to run eight miles" as part of my training regimen this weekend. "Only eight miles" was a thought foreign to me just a month ago!

No Need for a New Wardrobe! Well, that's not exactly the case...I'm finding that equipping myself with proper running clothes, shoes and equipment is not inexpensive. I do get free shirts for running in races like the one I'm pictured in on the left (Cherry Blossom 10 Miler), however. Better yet, I've now lost twenty five pounds, which is allowing me to fit into all those clothes I had packed away some time ago. Much like reaching a new milestone each weekend, hopping on the scale each Monday to see that I've lost another few pounds keeps me going!

Running for a Cause! Team In Training finds every moment they can to introduce us to our Honored Heroes, those who have or are suffering from blood cancers. Hearing their stories helps me realize that the pain I'm experiencing is nothing compared to what they endure for months or years. I'm sure any of them would rather run and train for a marathon than to go through another chemo treatment. These honored heroes always share a great appreciation for the money we are raising to help find a cure for these cancers, and thus I want to pass a heartfelt thank you to those of you that have already donated to this cause. If you still wish to donate funds, note that I'm accepting donations through February 10th. I've included a donation form on the other side of this letter or you can visit my Web site to donate online. My Web site address is:\_\_\_\_\_

Whether you've offered financial or moral support through this training, I want to sincerely thank you as this is probably the best decision I've made in my life! Thank you!

Sincerely yours,

YOUR NAME

## SAMPLE FUNDRAISING EMAIL

Date: Wed, 23 Jun 2010

From: YOUR EMAIL ADDRESS

Subject: Guess What I am Doing on October 24th

To:

. . Running 26.2 miles to help eradicate blood cancers. Yes, you heard right, I am on my way to training for the Nike Women's Marathon to benefit The Leukemia & Lymphoma Society. I am training with the Team In Training program, and things are going great.

As many of you know, since the death of my Granny to a blood disease, I have been very involved in helping to raise money for blood cancers, as well as all cancers. By committing to run the Nike Women's Marathon, I have pledged to raise at least \$3,800 by October 1st.

I am running for all of those who can't run anymore and who would do anything that may help save their loved one's life. When you look at a three year-old with leukemia or a child who has lost their father to the disease, running 26.2 miles and raising \$3,800 seems simple compared to what those families have been through. What they would do for one more minute with a lost loved one is priceless.

I plan to cross the finish line on October 24th with three special people attached to me. I plan to cross it with my Granny's spirit in tow, my friend Michele's late husband on my back, and my friend Jerry cheering me on from Illinois (currently fighting leukemia). These three individuals were never able to physically run a marathon to raise awareness for these diseases, but I plan to run it for them.

I hope you will join me on this journey by making a donation to my campaign. I have a Web site that you can visit to follow my fundraising progress, as well as my running progress. The link is below. You can also mail a check to me made out to The Leukemia & Lymphoma Society. All contributions are tax- deductible.

<Insert link to Web site here>

This Saturday I will run 7 miles, and build every week until the marathon. Just last week, I ran 6 miles with a man who is 11 months in remission from lymphoma. Now if that is not motivation, I am not sure what is! For those of you in N.H., stay tuned for fundraising events that I will be hosting starting in July. Thanks for your support. I am so excited to be able to do this!