
Sample Fundraising Letter

Send a letter to family, friends, neighbors and co-workers asking them to join your team. Letters can include personal reasons for involvement in the race, or just general information about the race. A sample letter is included below as a guide for creating your own letter.

Dear _____,

This year I am forming a team to run/walk in the 2011 Komen Massachusetts Race for the Cure®, a special event which supports Susan G. Komen for the Cure®, the world's single largest source of nonprofit funds dedicated to curing breast cancer at every stage – from the causes, to the cures, to the pain and anxiety of every moment in between.

***If comfortable, insert a paragraph with personal reasons for participation or include details of your previous Race for the Cure® experience.

OR

***INCLUDE BREAST CANCER FACTS in brackets below

[Without a cure, 1 in 8 women in the U.S. will continue to be diagnosed with breast cancer – a devastating disease with physical, emotional, psychological and financial pain that can last a lifetime. Over the next 25 years an estimated 5 million Americans will be diagnosed with breast cancer – and more than 1 million could die, and an estimated 25 million women around the world will be diagnosed with breast cancer – and 10 million could die. Both its cause and the cures remain undiscovered. This is why I'm participating in the Race for the Cure® – I want to do something that will help raise awareness and research funding.]

The Komen Massachusetts Race is more than a race for runners or fitness walkers. It is an opportunity for people of all ages and abilities to honor a loved one who has lost the battle with breast cancer, to show support of someone winning the battle now or to help raise funds to fight the disease. This year's race will raise more money than last year!

I would love for you to join my team and participate in this great event. I promise you will have a great time, get a little exercise and help a great cause. If you would like to join me, please follow these simple instructions to register online:

- 1) Visit <http://www.komenmassrace.org>
- 2) Click on the "Register Here" button
- 3) Select the "Join a Team" radio button

4) Select my team name from the list. **My team name is** _____

5) Click the Continue button and follow the instructions from there to register.

When you register you will get your own personal web page which you can use to contact your friends, neighbors, co-workers, etc. and ask them to support you. You can also keep track of your donations and even customize the page to your own personal style!

Please feel free to contact me at the number below, or check out www.komenmassrace.org for more Race information. Thank you for taking the time to read this letter. I hope that you'll share in this exciting event with me.

Sincerely,
