



SAMPLE FUNDRAISING LETTERS

Achieve your fundraising goal by sending a pledge letter to family, friends, neighbors and co-workers asking for their support. A sample letter is below as a guide for creating your own letter. Donations must include the Race for the Cure® participants name to be marked as the participant's pledge. All donations are tax deductible.

SAMPLE LETTER

Dear _____,

I am supporting the 2014 Komen Atlanta Race for the Cure®, a special event which raises money for much-needed breast cancer research, education, screening, and treatment programs. Last year, over 12,000 people participated in the Race and raised more than \$1.1 million for research and treatment programs. This year's race will be held on Mother's Day weekend – Saturday, May 11 and our goal is raise \$1.4 Million!

I have committed \$_____ to participate in the Race and set a personal fundraising goal of \$_____ to support the Komen Atlanta. I'm asking you to make a commitment too. Please consider making a fully tax-deductible donation to help the Komen Atlanta Race for the Cure and me achieve our goals.

***OR if returning participant

In 2013, I raised more than \$_____, thanks to my friends and family who gave so generously. This year, I've set a personal goal to raise \$_____ and I need your help. Please consider making a fully tax-deductible donation to help the Komen Foundation and me achieve our goals.

If you are interested in participating in the Race, I would love to have you join my team, [insert team name]. Please feel free to contact me at the number below, or check out www.komenatlanta.org for more Race information. If you prefer to donate by credit card, you can give online at www.komenatlanta.org by clicking on the 'Race for the Cure' link, then 'Donate to a Participant, and then search for my name.

We also have a Sleep for the Cure donation option for those individuals who do not want to run or walk on Race Day. Registration for Sleep for the Cure is \$40 (\$45 after April 20, and participants will receive a **Komen Atlanta Race for the Cure®** t-shirt, which will be mailed in the weeks after Race day. There are many volunteer opportunities on Race day as well and we welcome your support. To volunteer on Race day with set-up and organization, please e-mail race@komenatlanta.org.

Thank you for your support and I hope that you'll share in this exciting event with me.

Best Regards,

Komen Atlanta Race for the Cure® Participant