TREK SAMPLE FUNDRAISING LETTER

Below is a sample fundraising letter. Please feel free to edit it as you see fit. This letter is coming from you, not the ALS Therapy Development Institute (ALS TDI), so make it your own. Also, please feel free to contact us about visiting the ALS TDI lab in Watertown, MA. We are always available for tours and would be happy to provide more information on fundraising at any time.

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Dear Friends and Family,

This June, I will be participating in a weekend charity cycling event called the Tri-State Trek. This incredible event raises money to end Amyotrophic Lateral Sclerosis (ALS or Lou Gehrig’s disease), a neurodegenerative disorder that paralyzes the body but leaves the mind intact. People with ALS, on average, live between three to five years following diagnosis. For most people with ALS, there are no treatments to help slow or stop disease progression. I am participating in the Tri-State Trek to help change that.

All funds from the Trek will support ALS research at the ALS Therapy Development Institute (ALS TDI). Located in Watertown, MA, ALS TDI is a nonprofit biotech and the world’s most comprehensive drug development lab dedicated solely to discovering treatments for ALS.

I have committed myself to riding XXX miles in XXX days and raising $XXX. ALS demands our attention, and I will do all I can to help. I am asking for your help to reach my fundraising goal.

Riding is the hard part; donating is easy. You can easily donate online by visiting my fundraising page at XXX.com. Every dollar counts, any amount helps, and all of your support will help me reach my goal!

Thank you so much for your time and consideration. See you at the finish line!

Kindly yours,

Jane Sample

Tri-State Trek Rider