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 laboratory in Cambridge, 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 summer, I will be participating in a 270-mile charity bicycle ride called the Tri-State Trek. This incredible event, now in its sixteenth year, 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 two to five years. There is no cure; an ALS diagnosis is a death sentence. I am participating in the Tri-State Trek to help change that.

I proudly support the efforts of the world’s leading ALS research facility, the ALS Therapy Development Institute (ALS TDI). Operating the world's largest ALS research center in a state-of-the-art laboratory in Cambridge, Massachusetts, ALS TDI is driven by a single, profoundly important goal - to discover viable treatments for ALS as quickly as possible.

I have committed myself to riding 270 miles in three days and raise $2,000.00. The course is difficult and my training is intense and time consuming, but ALS demands our attention, and I will do all I can to help. I am asking for your help as well. Please donate!

Please help me reach my goal. Riding is the hard part; donating is easy. All of the information on how to donate is included in the attached pledge form. Every dollar counts, every 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