

**Introduction:  
Explain event**

Dear Family, Friends and Colleagues,

I'm writing today to tell you about my latest challenge – On September 24th, I will sail to compete for the Leukemia Cup at the annual St. Joseph's/Candler Leukemia Cup Regatta hosted by the Savannah Yacht Club.

**Donate to yourself to encourage others to donate**

The Leukemia Cup Regatta is not your typical boat race. It is a race to find a cure for blood cancers. Winning the Leukemia Cup requires more than sailing skills. Part of the scoring system is based on points from dollars raised for the Leukemia & Lymphoma Society. I've set my fundraising goal at \$5,000 and have made a \$500 donation myself to show my commitment to the cause.

**Announce your personal goal**

**Introduce an Honored Hero – could be the event's Hero, Madison or a personal one**

Most of you know someone who has been touched by cancer. I'd like to introduce this year's Honored Hero for the event. Her name is Madison and she is 5 years old. Madison was diagnosed with Acute Lymphocytic Leukemia (ALL) in January 2010. She's in the maintenance phase of treatment. To look at her aim that water gun, you'd never think she was sick! It makes me realize that my upcoming challenge is nothing compared to what Madison and her family have endured with treatments. I'm inspired to be sailing in Madison's honor and hope she can join us on race day!



**Include a picture. Yourself, your boat, your crew or an Honored Hero**

**Tell them where to send checks and who to make out to**

It would mean a lot to Madison, thousands of beneficiaries of The Leukemia & Lymphoma Society and me if you would help me reach my goal. Please make a generous donation (100% tax deductible) by September 10<sup>th</sup>. You can send a check payable to LLS to my address below or you can donate online at [www.myfundraisingpage.org](http://www.myfundraisingpage.org). Be sure to check if your company offers any matching programs for charitable donations – you could double your money! I also encourage you to pass on a copy of this letter to anyone else who might be interested in helping this cause that has become so close to my heart.

**Include deadline – follow up often to remind people**

**Include webpage link**

**Ask to share letter with others**

**Remind donors where the money goes & why it's important**

It was only 20 years ago that a child with leukemia was given only a 5% chance at life. Today the survival rate has climbed to over 80%. While that is a huge jump, there is still much work to be done. The funds we raise allow more research to be done to find better treatments and cures for blood cancers.

Thank you in advance for your generosity. With your support I'm confident I will make a valiant effort to win the Leukemia Cup and **MOST IMPORTANTLY** help others win their fight against cancer.

Sincerely yours,

**Include your mailing address and webpage link**

Skipper John  
123 Main St.  
Savannah, GA 31410  
[www.myfundraisingwebpage.org](http://www.myfundraisingwebpage.org)

**This letter is available electronically. You can copy, paste and edit to meet your own needs. For a copy in Word format, email [Jennie.Brewster@LLS.org](mailto:Jennie.Brewster@LLS.org)**