

Sample Letter # 2

BE A HERO!

For the second year in a row, my husband and I will be participating in the 5K as a Huntsman Hero. Last year we joined because we think this is a worthy cause. With your help we raised over \$500 for cancer research.

This year, on [date of event], we are running for [who are you running, climbing or riding for?]

[Why are you running? Why should a donor support you?]

STORY EXAMPLE: We were reminded of how precious each day of our lives are when we found out three months ago that Mike's mom had breast cancer. She has been through a lot so far, including several surgeries and losing all her hair. Today, she completed her third dose of chemotherapy. She has one more round of chemo and months of radiation still to get through. The doctors think she will be cancer free. We are grateful for her positive prognosis and continue to pray for her every day.

Our hope is that one day others will not have to suffer like Mom. The Huntsman Cancer Institute is making great strides in developing treatments and is moving towards finding a cure for cancer.

Because we feel so strongly about the importance of cancer research, we have set our personal fundraising goal at [goal?] each.

To help us achieve our worthy goals, we respectfully ask for your support. Please know that 100% of your donation is tax deductible and will go directly to fund research at Huntsman Cancer Institute. Donations can be made either online through our website at: [Fundraising page link]

Or checks can be mailed to:
Huntsman Cancer Foundation
500 Huntsman Way
Salt Lake City, UT 84108.

Please indicate that you are donation towards "[insert your name or team name]" fundraising goal.

If this is a cause you believe is worthy of your support, I encourage you to be generous in your giving. Thank you for your support in this endeavor.

Sincerely,

[Insert your name here]