



Sample Letter #2

For the [years of participation in Huntsman Heroes] year in a row, my [person you are participating with] and I will participate in the [event]! We decided to participate in this event because it is a worthy cause. With your help in the past, we have raised more than \$[past fundraising totals] to support the mission of Huntsman Cancer Institute (HCI).

This year on [date of event], we are [activity] for [who are you participating for?!] [Why are you running? Why should a donor support you?]

STORY EXAMPLE: [Three months ago, we found out that Mike's mom had breast cancer. She has been through a lot so far, including several surgeries and losing all of her hair. Today, she completed her third dose of chemotherapy. She still has one more round of chemo and months of radiation to get through. The doctors think she will be cancer-free, and we are grateful for her favorable prognosis and continue to pray for her every day.]

We hope that one day others will not have to suffer like [person you are participating for]. HCI is making great strides in developing more effective treatments and moving toward a cancer-free future. Because we feel so strongly about this cause, we have set our personal fundraising goals at \$[goal] each.

To help us achieve this goal, we respectfully ask for your support. Please know that 100% of your donation is tax deductible. You can donate right on my fundraising page at [event link] or mail a check to Huntsman Cancer Foundation (details below). Thank you so much for standing with me.

Sincerely,

[Your name]

Want to write a check? Make it payable to Huntsman Cancer Foundation. Then submit it to me or mail it to the below address, along with a note that your donation should be credited to [your name].

Huntsman Cancer Foundation

Attn: Huntsman Heroes
500 Huntsman Way
Salt Lake City, UT 84108

