



Sample Letter #2

For the [years of participation in Huntsman Heroes] year in a row, my [person you are participating with] and I will be participating in [name of your event]! We decided to participate in this event through Huntsman Heroes because we know it is a worthy cause. With your help in the past, we have raised more than \$[past fundraising totals] for 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: 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 of 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 [person you are participating for]. HCI 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 supporting this cause, 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. You can make a donation right to my fundraising page at [event link] or mail a check to Huntsman Cancer Foundation (details below). 100% of your donation goes to support the mission of HCI. Please make a note that the donation should be credited to me, [your name]. 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]

Want to write a check? Make checks payable to: Huntsman Cancer Foundation



Huntsman Cancer Foundation

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

I can take them or they can be mailed to the above address