



SAMPLE LETTER #1

Dear _____,

You are an important person in my life. I'm reaching out because I care about you and want you to be involved with something that means a lot to me. I've just learned that 50% of men and 40% of women will receive a cancer diagnosis in their lifetimes. I'm staggered by this statistic and refuse to believe we can't do better.

That is why I've decided to take action and do what I can to accelerate the lifesaving work at Huntsman Cancer Institute. I've registered to _____ in _____, where I get to do something I love while raising money to fund cancer research at Huntsman Cancer Institute. My goal is to raise \$_____ before the event on _____.

Cancer is personal, and I am committed to making a difference. If you are willing and able to donate now, it is easy and takes less than three minutes! You can donate directly to my fundraising page at _____ or mail a check to Huntsman Cancer Foundation (details below). One hundred percent of your donation supports lifesaving research at Huntsman Cancer Institute.

Any amount will help, so give what you can! Please donate now and make a gift to support all those in our lives facing a cancer diagnosis now and in the future.

Thank you,

Want to write a check? Make it payable to Huntsman Cancer Foundation and mail it to the address below, along with a note that your donation should be credited to _____.

Huntsman Cancer Foundation

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

