

## Sample One) Mail a letter.

**Copy and paste the text below into a text editing program like Microsoft Word.**

**Personalize your letter and send it out to everyone you know. (*Hint: If you are missing someone's address, try an address search like [whitepages.com](http://whitepages.com). It is very fast and easy to use.*)**

[Date]

Dear [Name]:

On September 26th, I will be walking in The Leukemia & Lymphoma Society's Light the Night Walk to raise funds to help find a cure for blood cancers. The Society is the world's largest voluntary health organization dedicated to funding blood cancer research, education and patient aid.

Please join me in the fight to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. You can help by making a contribution to my fundraising efforts for the Light The Night Walk. Help me reach my fundraising goal of raising [**dollar amount**] in 2009 by making a contribution of:

\_\_\_ \$20 (Leukemia is the leading cause of cancer-related death among children under the age of 20)

\_\_\_ \$52 (\$1 a week for one year)

\_\_\_ \$100 (100% chance of a cure in the future—with your help!)

\_\_\_ \$150 (Enough to provide one patient with financial assistance for a year)

\_\_\_ \$36 (\$1 for each patient who will be diagnosed in the next 24 hours)

\_\_\_ \$500 (Enough to fund a Family Support group for a year)

\_\_\_ \$1,000 (Enough to provide one patient with co-pay assistance in a year)

\_\_\_ Other (Every dollar helps us move one step closer to putting cancer out of business!)

***Please sponsor me.*** By doing so, we will both be helping save lives. Please fill out the tear off sheet below and return it along with your check (payable to LLS). Your contribution is 100% tax deductible. In addition to your valuable sponsorship, I encourage you to join me at Light The Night by joining my team and walking with me as we take steps towards cures. To register visit: [www.lightthenight.org/mn](http://www.lightthenight.org/mn)

Thank you for supporting me in my effort to save lives!

Sincerely,

[Your Name]

PS: You are also welcome to donate online using my secure online fundraisign Web site [**Web Address**]

---

### Donation Form for the Light The Night Walk

Name on Card: \_\_\_\_\_ Visa \_\_\_ MC \_\_\_ AMEX \_\_\_

Account #: \_\_\_\_\_ Expiration: \_\_\_\_\_ V Code: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Amount: \_\_\_\_\_ Signature: \_\_\_\_\_

## **Sample Two) Send an email.**

**Copy and paste the text below into a text editing program like Microsoft Word. Personalize it to your liking, then copy and paste it into the body of your email when you are ready to send it out. Don't be afraid to send it out to all of your email contacts.**

[Subject Line: Light The Night Walk: Taking Steps Towards Cures]

Hi Friends & Family,

I'm emailing to let you know that I am raising money for a very important cause: finding better treatments and cures for blood cancers so patients can live better, longer lives. I am doing this through The Leukemia & Lymphoma Society's Light The Night Walk on *[insert date]*. I'm asking you to help by making a contribution! Please use the link in this email to donate online quickly & securely. You will receive an email confirmation of your donation as soon as it is made. I thank you in advance for your support which will make a difference in the lives of thousands of patients battling blood cancers.

I really appreciate your generosity!!

*[Insert your fundraising link here]*

Thank you,

*[Your Name]*

P.S. Please forward this email to as many people as you can to encourage them to donate as well!

## **Sample Three) Item Procurement.**

**Planning an auction, raffle or special event? Whether you need food or prizes, a formal letter is always appreciated by store management. Copy and paste the letter below and edit all of the specifics. Mail it to your potential donors or bring it along to hand to the store manager in person. (Hint: If you do not hear back from a store give them a call! Ask for the manager in charge of donations. Many donors will eventually give you something if you are proactive.)**

June 1, 2009

To Whom It May Concern:

I am writing to enlist your support for our annual event, Light The Night. Light The Night is an evening walk held nationwide to celebrate and commemorate lives touched by cancer. This year we are expecting *[1000 people at our walk along the Ruston Way waterfront in Tacoma.]*

We hope that you would be able to support this event by donating items for *[an auction to be held during our Kick-Off Celebration on July 22nd.]* We are looking for items such as gift certificates, clothing, vouchers, coupons, and more. All funds raised will go towards The Leukemia & Lymphoma Society's mission to cure all blood cancers and improve the quality of life for local patients and families.

We all have friends, neighbors and family members who are battling cancer. Sadly, most of us know people who have lost the battle. The LLS is the world's largest voluntary health organization dedicated to funding blood cancer research and providing education and patient services. The LLS meets the standards of the Better Business Bureau for charitable accountability.

For your tax-deductible donation, The LLS' Federal Tax ID is: 13-5644946. If you have any questions, you can reach me at (206) 628-0777.

Thank you in advance for your support!

Sincerely,

*(Name)*

***The Leukemia & Lymphoma Society  
Light The Night***