



## Sample Fundraising Letter

Dear (insert Name),

Imagine you are diagnosed with a disease that will inevitably take everything away from you. It almost seemed unimaginable to me until (insert name of person you know with ALS here) was diagnosed.

This disease is called Amyotrophic Lateral Sclerosis (ALS), though most people know it as “Lou Gehrig’s Disease.” I have seen how ALS robs a person of their ability to move, speak, swallow and eventually breathe, while the mind stays fully aware. Right now there is no known cause, treatment, or cure.

**That is why I am walking to make a difference in ALS of Michigan’s 19<sup>th</sup> Annual Walk ‘n Roll for ALS and hope you will support my effort with a donation.**

All of the funds raised through this event will be used to provide critical services to help pALS and their families live life as fully as possible. These are offered *at no charge* and include an equipment loan closet, social work assistance, support groups, conferences, and workshops, speech evaluations and training, and respite care. And ALS of Michigan keeps all of its funds in Michigan helping our Michigan ALS community.

You can donate either by check or on the secure website for the Walk ‘n Roll. If you prefer to donate by check please make it payable to “ALS of Michigan” and mail it to me at:

*Your Name*  
*Your Address*  
*City, State Zip*

If you prefer to donate online just visit ([Insert your personal page link here](#)) and you can donate securely online directly to my effort.

If you have any questions or would like to join me at the Walk, please call me at (your phone # here) or email me at (your email address). Thank you so much for your help in the fight against Lou Gehrig’s Disease!

(Your Signature Here)

Your Name

Team Name

*Put some pictures in this space, especially if you have participated previously.*