Dear (Name of donor),

As the world's leading breast cancer organization, Susan G. Komen for the Cure is committed to ending breast cancer forever. On Saturday, May 18, 2013, I will join thousands of others to help by being a part of the 22nd Annual Komen Detroit Race for the Cure®, locally presented by Karmanos Cancer Institute. By making a donation on my behalf, you are supporting local breast cancer screening, treatment, education and outreach services for thousands in our community. You are also helping to fund ground-breaking research that will lead us to a world without breast cancer. My goal is to raise at least $____ this year.

I have a personal stake in this particular event. (Write your personal reasons.)

It is likely you know someone who has been diagnosed with breast cancer. Perhaps you or your spouse; a relative, coworker, neighbor or friend-- someone in your life's circle has heard the words “You have breast cancer.” World-wide, it happens every 19 seconds!

A breast cancer diagnosis doesn't affect only the patient. When someone we love is diagnosed, we all are affected. Families work doubly hard to keep homes running smoothly while the patient travels the breast cancer journey. Businesses struggle, not only to support their co-worker, but also to fill productivity gaps.

No group is spared- we are not immune from the possibility of a diagnosis of breast cancer for ourselves, our loved ones, our coworkers, etc. Breast cancer doesn't care – so we have to care!

Please help me reach my goal. Online donations are simple, and the site is secure. Please go to my fundraising page and make a tax-deductible donation online: http://www.active.com/donate/detroitRFTC13

If you prefer, mail your donation today in the enclosed envelope. Please make your check payable to: RACE FOR THE CURE.

This year's donation deadline is June 15, 2013. So, please don't wait! Consider taking a few minutes out of your day to support this important cause.

Thank you in advance for your support. Please call me if you have any questions about the Komen Detroit Race for the Cure®. I can be reached at phone number. And you can learn more for yourself at www.karmanoscancer.org/komendetroit.

Sincerely,

Your name
Your contact information

P.S. The P.S. is the most-often-read part of a solicitation letter. The “ask” (what you want the donor to give) and a succinct restatement of your appeal should be in the P.S. A well-written postscript can substantially boost the response to your letter.
Sample Donation Request Letter #2

Date

Dear (Name of donor),

On Saturday, May 18, 2013 at Comerica Park, I will join thousands of others to help end breast cancer forever by participating in the 22nd Annual Komen Detroit Race for the Cure®. By making a donation on my behalf, you are supporting global research and local services to those affected with this devastating disease. Great strides have been made in the detection and treatment of breast cancer, but there is still so much more work to be done. I’m asking you to help by making a donation.

I have a personal stake in this particular event. My (Mom, sister, wife, Dad, husband, etc) has breast cancer. Not only do I want to help (her/him), but everyone diagnosed with breast cancer. It is likely that you also know someone, either close to you or an acquaintance, who has heard the words “You have invasive breast cancer.” This year, in the U.S. alone, more than 200,000 women and men will hear those words.

My goal is to raise at least $16,000 this year, which represents just a penny for each of the 1.6 million people world-wide who will be diagnosed with invasive breast cancer this year - 1.6 million women and men who will hear those words.

Please help me reach that goal with your gift. Your donation is tax deductible. You donate online at (enter your fundraising page address). If you prefer, you can mail all or part of your donation today in the self-addressed, stamped envelope enclosed with this letter. This year’s donation deadline is June 15, 2013. But please don’t wait! Consider taking a few minutes out of your day to support this important cause. Following the event, I will send a brief recap of the Race to all my donors.

Thank you in advance for your support. Please call me if you have any questions or comments about the Komen Detroit Race for the Cure®. I can be reached at (phone number). And you can learn more for yourself at www.karmanoscancer.org/komendetroit

Sincerely,

Your name
Your contact information

P.S. The P.S. is the most-often-read part of a solicitation letter. The “ask” (what you want the donor to give) and a succinct restatement of your appeal should be in the P.S. A well-written postscript can substantially boost the response to your letter.