**Sample Fundraising Letter (Email or U.S. Mail)**

We encourage you to:

* Personalize this letter for your networks so it is relevant
* Attach a photo
* Answer the question “Why am I running?” / talk about what the cause means to you
* Include a self-addressed envelope if sending via U.S. mail

Dear [Name],

On October 2, I will be running the 2022 Maine [Marathon, Half-Marathon, Relay, Virtual Run] with the Marr Fund Team to support the Josephine and John Marr Alzheimer’s Research Fund at Brigham and Women’s Hospital. Established by the Marr family, the fund helps advance novel and early-stage research aimed at preventing Alzheimer’s disease.

Thanks to Marr Fund support, Dr. Reisa Sperling and her team at the Brigham were able to confirm that Alzheimer’s begins 20 years or more before the onset of symptoms. The fund has also enabled Dr. Sperling to launch global Alzheimer’s clinical prevention trials to help us learn more about this devastating disease—and find a way to stop it in its tracks. You can read more about the research here: [bwhgiving.org/marr-fund](https://partnershealthcare-my.sharepoint.com/personal/aluthman_bwh_harvard_edu/Documents/Miscellaneous/Desktop/bwhgiving.org/marr-fund).

Over the last eight years, the Marr Fund team has made significant contributions to these efforts, raising more than $1.6 million through the Maine Marathon event itself, and serving as a catalyst for many millions more in additional support.

[Add personal reason why YOU are running]

Would you consider supporting my 2022 run—and help us further Alzheimer’s prevention research? It is faster and easier than ever to make a tax-deductible donation to this great cause. Online donations can be made by clicking here [insert TeamRaiser link]. If you prefer to pay by check, please make it payable to Brigham and Women’s Hospital and include my name in the memo line. The check can be sent to me at: YOUR ADDRESS

Thank you for joining me in this fight to prevent Alzheimer’s disease. Together we can make a difference—now and for future generations.

Sincerely,

[First Name]

P.S. For more information, visit [runbwh.org/maine](https://partnershealthcare-my.sharepoint.com/personal/aluthman_bwh_harvard_edu/Documents/Miscellaneous/Desktop/runbwh.org/maine).