



Sample Fundraising Letter

We encourage you to:

- Personalize the below letter
- Attach a photo
- Talk about what the cause means to you
- Answer the question “Why am I running?”
- Include a self-addressed envelope if sending via U.S.P.S

Dear [RECIPIENT'S NAME],

My [FAMILY MEMBER/FRIEND/OTHER] is one of the more than 6 million Americans courageously fighting Alzheimer's disease. As I watch the impact of this devastating illness, I know there is so much more that must be done—now and for future generations. That is why I am participating in the [MAINE MARATHON/MAINE HALF-MARATHON/MAINE RELAY RACE/VIRTUAL EVENT] with the Marr Fund Team on Sunday, October 1 to support the Josephine and John Marr Alzheimer's Research Fund at Brigham and Women's Hospital. As you have likely seen in recent news, scientists are making significant progress in Alzheimer's prevention research. Thanks in part to the Josephine and John Marr Alzheimer's Research Fund, we now understand that Alzheimer's begins decades before clinical symptoms develop. This breakthrough has led to a greater focus on early intervention. There is more hope than ever, but our work is not done.

I hope I can count on you to support my run by contributing to this very important cause. All gifts are tax deductible and may even be eligible to be matched by your employer, [click here to learn more](#). If you would prefer to make an online donation, you can do so on my personal fundraising page at [YOUR LINK]. Checks should be made payable to Brigham and Women's Hospital and mailed to my attention (with my name in the memo line) at:

[YOUR NAME]

[YOUR ADDRESS]

In nine years, the Marr Fund team has already made a great impact on furthering Alzheimer's prevention research, with hope for the future—100% of the funds raised go toward this research. Also, I am thrilled to share that this year, our team hopes to cross an exciting Maine Marathon event milestone: \$2 million raised since 2015.

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

[WITH GRATITUDE/LOVE/THANKS/SINCERELY]

[YOUR NAME]

Brigham and Women's Hospital is a 501(c)(3) organization, tax ID 04-2312909.

263 Huntington Avenue, #318, Boston, Massachusetts 02115
Tel: 774 262 0314 Fax: 617-424-4230 Email: team@bwh.harvard.edu