

**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],

I am participating in the [MAINE MARATHON/MAINE HALF-MARATHON/MAINE RELAY RACE/VIRTUAL EVENT] with the Marr Fund Team on Sunday, October 5 to support the Josephine and John Marr Alzheimer’s Research Fund at Brigham and Women’s Hospital. Did you know that more than 6 million Americans are 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. Scientists are making significant progress in Alzheimer’s prevention research and 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.

That is why 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](https://give.brighamandwomens.org/employer-matching/). 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]

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]