Letter Writing Examples

A letter writing campaign is one of the most effective fundraising tools. You can use an e-mail or the post office to reach people and share why you choose to support the American Lung Association. Some examples of letters are below.

**Example 1**

Dear Friends and Family,

Take a breath and see if you can hold it until you finish reading our letter.

I am writing to you today for Barbara. Barbara is a little girl in our son Brandon’s class at school. She is seven years old and has asthma. It is a chronic disease it never goes away and only lurks, waiting to turn a happy child into a frightened one fighting for their breath. Barbara is one of an estimated 24 million Americans that have asthma, a disease that is on the rise. It is the leading cause of school absenteeism due to chronic disease and the number one cause of hospitalization in children. Tragically, deaths from asthma are on the rise. Perhaps, you know someone with asthma. Ron, Brandon, and I are very excited to be participating in the American Lung Association’s Fight for Air Ride. On June 14, 15, and 16, we will be cycling approximately 50 miles per day to help support clean air legislation and research initiatives.

Are you still holding your breath? Good!

You can support our Ride by making a pledge to our team, Breathe Easy. Your tax-deductible donation can be made payable to the American Lung Association and placed in the return envelope that I have enclosed for your convenience. Our goal is to raise $1,000 to help Barbara and millions of others whose lives are complicated by the effects of lung disease.

If you are still holding your breath, try to take another one. If you can’t...you now know what it must feel like to have asthma.

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**Example 2**

Dear Mike,

On October 11, 2001 our family experienced an event that will impact our lives forever. We lost a son, brother, and friend forever when Thomas Joseph died. He was a 47 year old, active and full of life. He was living his life-long dream of being a police officer … and then he was diagnosed with lung cancer. Tom battled this disease for over two years. Our family has spent the past 9 months adjusting to our lives without Tom. For each of us that means something different, but for all of us, it means missing him everyday.

Tom’s family will be participating in the American Lung Association’s Fight for Air Ride on June 14, 15, and 16. We will be cycling approximately 50 miles each day to honor Tom and support the American Lung Association in Greater Chicago. The ALA works to save lives by improving lung health and preventing lung disease. Their FREE Lung HelpLine was a wonderful resource as we made treatment choices. Some members of our family have finally been able to quit smoking thanks to the ALA’s Freedom from Smoking Class. The ALA is also determined to find better treatments, and ultimately a cure, for lung cancer. Your support will help us help other families prevent the loss of a loved one. This is an opportunity for those of us who knew and loved Tom to be sure that his life, and his death, was not without purpose.
Dear Friends,

Soon I will be joining more than one hundred others from around the country in this year's Fight for Air Ride to raise money for the American Lung Association. I am gathering donations and riding to help fight asthma, lung cancer, COPD and dozens of other lung diseases.

I am asking for your help. By making a contribution on my behalf, you will be helping the American Lung Association provide community based education programs, fight for cleaner air standards and fund life-saving research.

Asthma is the number one cause for school absenteeism and every day in this country at least 10 people die from an asthma attack, thus it is important that we provide disease management education to children. Lung Cancer is the leading cause of cancer death globally and is woefully under-funded when it comes to research, thus it is essential that we generate the awareness needed to increase resources for advanced research projects. The average age for American’s to start a smoking habit is 14, thus it is critical that we get into the elementary schools and teach children about the dangers of tobacco use early.

My goal is to raise $600 for our cause. All gifts are fully tax deductible as The American Lung Association is a 501(c)3 organization and is in fact one of the most recognized nationally for proper management of the resources entrusted them since they began in 1904.

Please take a deep breath....and be thankful that you can. Millions of others suffer from lung disease daily and your support makes the everyday act of breathing that much easier for many people.

Together we can fight lung disease successfully.

Ride to Lake Geneva’s Abbey Resort. A Ride Like No Other!
FightForAirRide.org | 1-800-LUNG-USA | events@lungil.org