

## Sample Letters

Following are some letters that people have successfully used in their fundraising efforts. Use them to give your ideas about how to start, but again, we cannot urge you enough to be yourself. Tell your own story and write in your own words. It's far more important to sincerely say what matters to you than to say it perfectly. In this effort, sincere and heartfelt will beat slick every time.

You will notice some similarities in all of them:

1. They say what they are doing and why
2. They emphasize the importance of the work of the American Lung Association
3. They tell a personal story

An additional hint is to **ask for a specific amount**. A well-meaning person may feel like they are helping you tremendously with a \$5 donation when what you were really hoping for is a \$100 gift. Don't be afraid to ask for what you need. You'll be surprised by what your friends and families are willing to donate!

## Sample Letter #1

“A Cherished Breath”

Dear [INSERT NAME HERE],

***A journey of a thousand miles must begin with a single step.*** --Chinese Proverb

It's a cherished thing we do, breathing. Not that we think about it much, until we can't. Unfortunately, the numbers who are constantly reminded that deep breaths of fresh air are not to be taken for granted are many. However, it's not a losing battle, thanks to the hard work of the American Lung Association and us.

For those of you who know me, my life revolves around the outdoors. If it isn't mountain biking or road biking it is rock climbing or snowboarding. I have this passion for the mountains, and no words can describe how full of life I feel from being there. That is why I have chosen to start the adventure that is mountaineering and with it an additional tremendous opportunity.

I have the wonderful privilege to combine two of my passions into one great event. I am joining with the American Lung Association in their Climb For Clean Air/Reach the Summit program. I have committed to raising at least \$[FUNDRAISING MINIMUM/OR GOAL HERE] by [DATE THAT YOU NEED TO FINISH YOUR FUNDRAISING HERE] of this year and soon after my team of climbers will go for the summit of [ENTER THE MOUNTAIN YOU ARE CLIMBING] with professional guides.

Combining my love for the mountains with the wonderful career I have as a Pediatric Respiratory Therapist just makes good sense. Every program that the Lung Association is involved in directly impacts my profession and me. From research to education to legislation, they are there. To continue their work though they need our help and here's why:

I had a 16 year old boy come into the emergency room with a severe asthma attack. After several hours of continuous treatment, we were able to talk and this is what he told me. He knew he had asthma but wasn't entirely clear on the details of his disease and then he told me that he had just started smoking a month prior. It was just a social thing at first and now it was pretty regular. To me it doesn't ring any clearer than this. Here is a young man who was uneducated about his disease, uninformed about the effects of smoking especially related to his asthma and another casualty of the tobacco industry's ploys to addict another generation.

We need the American Lung Association, and they need us. I am excited to be a part of Climb For Clean Air and to be raising the \$[FUNDRAISING MINIMUM/OR GOAL HERE]. I'm also excited to give you the opportunity to help me be successful in this adventure. Any amount of contribution will be gratefully accepted; however, everyone

who donates \$100 or more will receive a 5x7 photo from the summit. Mind you, I'll be in it so that right there should be incentive enough for the \$100 donation!

You can make a donation by sending a check [made out to the Lung Association] to me at:[YOUR NAME HERE]  
[YOUR STREET/PO ADDRESS HERE]  
[YOUR CITY, STATE ZIP HERE]

Or go to the website: [www.climbforcleanair.com](http://www.climbforcleanair.com) and look up my website by typing in my name under the "Sponsor a Climber" section.

It's a cherished thing we do, breathing. Not that we think about it much, until we can't. Unfortunately, the numbers who are constantly reminded that deep breaths of fresh air are not to be taken for granted are many. Nevertheless, it's not a losing battle, thanks to the hard work of the American Lung Association and us. All donations are tax-deductible.

Sincerely,

[Your Name Here]

P.S. If you know of anyone else that would like to be a part of this by donating or getting more info, please share my story with them or pass along their name to me. Thanks!

## Fundraising Sample Letter #2

“Please support my efforts”

I recently accepted the challenge of participating the American Lung Association’s annual fundraising event, Climb For Clean Air/Reach The Summit, and I need your help.

Here is what your gracious donation and the Climb For Clean Air/Reach The Summit program will help to support:

- Research into promoting lung health and preventing lung diseases such as asthma, emphysema, chronic bronchitis, lung cancer and tuberculosis;
- Being pro-active in the fight against outdoor air pollutants and environmental health; and
- Striving to reduce tobacco use, especially among young people, that is responsible for over 400,000 deaths in the United States each year. Each day in Oregon, about 30 young people start smoking.

The mission of the American Lung Association is to save lives by improving lung health and preventing lung disease.

I am asking you to help by supporting my fund-raising efforts with a donation. Your tax-deductible gift will make a difference in the lives of many Americans who struggle to breathe! It is faster and easier than ever to support this great cause - you can make your donation online by simply clicking on the link at the bottom of this message. If you would prefer, you can also send your tax-deductible contribution to the address listed below.

[YOUR NAME HERE]  
[YOUR STREE/PO ADDRESS HERE]  
[YOUR CITY, STATE ZIP HERE]

Any amount will be appreciated, but a gift of \$100 will go a long way towards helping me reach my goal of \$[FUNDRAISING MINIMUM/GOAL HERE] and help in the fight against lung disease. I greatly appreciate your support and will keep you posted on my progress.

Sincerely,  
[YOUR NAME]

### Sample Letter #3

“I’m climbing”

Each year I make a point to travel to at least one new destination in the world. This [ENTER MONTH YOU WILL BE CLIMBING] one of these will be in my own back yard—the top of [ENTER MT. YOU WILL BE CLIMBING]! I’m participating in the American Lung Association’s annual fundraising event, Climb For Clean Air/Reach The Summit and I need your help. In order for me to participate I must raise at least \$[FUNDRAISING MINIMUM/OR GOAL HERE]. A donation from you will support a good cause and help me meet an important personal challenge. If you’d like to help, I need you to send in your gift to the American Lung Association as soon as possible and no later than [ENTER DATE].

Here is what your gracious donation and the Climb For Clean Air/Reach The Summit program will help to support:

- Research into promoting lung health and preventing lung diseases such as asthma, emphysema, chronic bronchitis, lung cancer and tuberculosis;
- Being pro-active in the fight against outdoor air pollutants and environmental health; and
- Striving to reduce tobacco use, especially among young people, that is responsible for over 400,000 deaths in the United States each year.
- I am writing to you in hopes that you will find these issues important enough to support. Any amount will be appreciated, but a gift of \$100 will go a long way towards helping me reach my goal of \$[FUNDRAISING MINIMUM/GOAL HERE]. Your tax-deductible contribution to the American Lung Association, on my behalf, will not only secure my place on the team, most importantly, it will help those struggling to breathe easier.

You can make a donation by sending a check (made out to the Lung Association) to me at:

[YOUR NAME HERE]  
[YOUR STREET/PO ADDRESS HERE]  
[YOUR CITY, STATE ZIP HERE]

Or go to the website: [www.climbforcleanair.org](http://www.climbforcleanair.org) look up my website by typing in my name under the “Find a Climber” button.

Thank you in advance for your support.  
Sincerely,

[Your Name Here]

P.S. 100% of the donation is tax-deductible and a donation receipt letter will be automatically sent to you.



## Sample Letter #4

### “Exciting News”

Help me Reach the Summit of [ENTER MT. YOU WILL BE CLIMBING].

I wanted to write to you to share some pretty exciting news. I have recently committed to participate in the American Lung Association's Climb For Clean Air/Reach The Summit program. This [ENTER MONTH YOU WILL BE CLIMBING], I will be attempting to summit [ENTER MT. YOU WILL BE CLIMBING], to support the American Lung Association's ongoing efforts to fight lung disease.

You may think I'm nuts (and you may be right!), but climbing [ENTER MT. YOU WILL BE CLIMBING] is something I've wanted to do for some time. When I found out about this opportunity, it really hit home, as my youngest daughter has battled asthma her entire life. While she has it well under control now, my wife and I have spent plenty of sleepless nights administering medications, trying to get her asthma symptoms to subside. So, I'm excited to embark on this adventure and help make a difference and support the American Lung Association's excellent programs and research.

In order to fulfill my commitment, I need the help of friends like you to sponsor me. Rather than making the climb solely for personal reasons, I have pledged to raise \$[FUNDRAISING MINIMUM/OR GOAL HERE] by [DATE] of this year to support the American Lung Association. However, I'm confident I can raise \$[FUNDRAISING MINIMUM/OR GOAL HERE] by [ENTER DATE] with your help!

I hope you will find it worthwhile to aid me in completing my goal. The first step is my contacting you -- the next step is yours to take. Any amount of contribution is greatly appreciated but a donation of \$100 will go a long way in helping me reach my goal. You can sponsor me in whichever format is most convenient for you:

- Credit card – go to [www.climbforcleanair.com](http://www.climbforcleanair.com) click on “Find a Climber” and type in my name to donate online.
- Check – Payable to the American Lung Association and returned in the enclosed SASE or mailed to me at [YOUR NAME HERE], [YOUR STREET/PO ADDRESS HERE], [YOUR CITY, STATE ZIP HERE]
- All donations receive an official receipt (all online donations get an emailed receipt), and are 100% tax deductible.

In addition here are a number of other ways you can support me in this very exciting and worthwhile endeavor:

- Many companies match their employees' charitable giving. Ask your employer to match your gift!
- Check out my personal fundraising page at [www.climbforcleanair.com](http://www.climbforcleanair.com). I'll be adding

periodic updates and tidbits on my physical training and my fundraising efforts.

- Tell your friends! Help spread the word about what I'm doing and ask five of your friends if they'd be interested in sponsoring me. They can get more information at my personal website.

Thank you in advance for your support and generosity. As I train over the next four months in preparation, I will be extremely grateful of your efforts in helping me reach my goal.

Appreciatively Yours,

[Your Name Here]

p.s. If you'd like to help sponsor me, please donate before [DATE]. For more information and to donate online, please go to [www.climbforcleanair.org](http://www.climbforcleanair.org)

### Sample Letter #5

“With a little more help I will Reach The Summit”

Remember, your donations are tax-deductible.

With your help, I have raised \$[AMOUNT YOU HAVE RAISED] towards my \$[FUNDRAISING MINIMUM/OR GOAL HERE] goal for the American Lung Association's Climb For Clean Air event. Thank you very much to those who have contributed. My climb is fast approaching and the [ENTER DATE FUNDRAISING NEEDS TO BE FINISHED] deadline to finish my fundraising will be here sooner than you might think. If you have not yet sent your tax deductible donation, please do so at your earliest convenience. You can follow the link below to donate online or go to the website: [www.climbforcleanair.com](http://www.climbforcleanair.com) and look up my website by typing in my name under the “Find a Climber” section. If you prefer to write a check, please make it out to the American Lung Association and mail it to me at:

[YOUR NAME HERE]

[YOUR STREE/PO ADDRESS HERE]

[YOUR CITY, STATE ZIP HERE]

The American Lung Association will mail you an official receipt for tax purposes (all online donations get an email receipt).

Thanks again for all your support.

[YOUR NAME HERE]



