SAMPLE FUNDRAISING LETTER FORMAT

Dear **(FRIEND, FAMILY MEMBER, OR CO-WORKER)**,

Write something personal and information about why you are walking.
In May 2006, my close friend Sue was diagnosed with multiple sclerosis. Since then, it has been my mission to get in shape, to live a healthy lifestyle, and to do something about MS now. That is why I am **(CYCLING/VOLUNTEERING)** in **Bike MS 2012 on June 9 - 10** with **(TEAM NAME if applicable)** in Sue's honor.

Include information about MS.
MS interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with multiple sclerosis, an unpredictable, often disabling disease of the central nervous system. Symptoms vary from person to person. One person may experience fatigue and numbness, while another may experience dizziness and have loss of balance.

Suggest fundraising levels.
This year, I have pledged to raise **$(AMOUNT)** to move us closer to a world free of MS. Please support my fundraising efforts. Your donation will help the National MS Society provide award-winning programs and services for those affected by MS. More specifically, it could provide:

- $25 provides one month of an emergency response system
- $50 provides three hours of home health aide care
- $75 provides basic access ramp for home
- $100 provides 8 weeks of adaptive yoga classes
- $200 provides in-home occupational therapy assessment to maximize independence and safety
- $250 provides funds for two children to participate in an age-appropriate activity or to purchase school clothes and supplies
- $500 provides emergency funds for families and individuals living with MS to help basic needs including rent, mortgage, or utilities.
- $1000 funds one month of peer counseling support for 300 people with MS
- $2500 provides one educational program and lunch for 50 people

Making a donation is easy! Visit my personal page at **(INSERT LINK HERE)** and click on the "Donate to **(YOUR NAME)**!" button. If you prefer to donate by check, please make your check payable to the "National MS Society" and mail it to me at **(YOUR ADDRESS).**

Ask them to join your team.
(TEAM NAME) is always open to new team members. Help us promote MS awareness by participating with us. If you are not able to walk, consider volunteering for a few hours or raising funds as a virtual participant. Visit my team page at **(INSERT LINK HERE)** to learn more.

Let them know how to reach you or the National Multiple Sclerosis Society.
If you have any questions, feel free to contact me at **(YOUR PHONE #)** or **(YOUR EMAIL ADDRESS)**, or contact the National MS Society at www.MSandYOU.org/bike or (202) 296-5363, option 2. Thank you very much for your support.

Warmest regards,
(YOUR SIGNATURE)

Include a personal, handwritten note here and a photo of you at last year's event