

## Sample Relay fundraising letters:

(date)

Dear

Many thanks for your generous donation last year toward my effort in the 24-hour relay. With your help, our event raised more than \$600,000 for the American Cancer Society! But more must be done. And the 24-hour American Cancer Society Relay For Life is my way of helping. One hundred fifty-two teams — 2,500 of us — will spend 24 hours at the Mt. Tahoma HS track walking or running in relay fashion from June 14 to 15.

This year, I'm dedicating my walk to three people very special to me who are battling cancer  
**Dr. Gordy Klatt, John Toth, and xxx**

Last year I dedicated my personal efforts to **Sam Smith, Jane Doe, and Betty Drost**. Sam died just before last year's event. Jane and Betty are continuing their courageous battles.

I hope you'll support our efforts again this year by mailing me a check today (or by May 30th) made payable to the American Cancer Society. Or, if you prefer to donate using your credit card, you can go to my page at <http://main.acsevents.org/goto/pat.flynn> (use your own URL).

Our goal is to raise \$700,000 for research, education, patient services and advocacy programs. We are making a difference!

As we celebrate our 29th Relay, similar events are being held over the entire United States patterned after our event. Remember, it all started right here in Tacoma!

I hope you'll be able to help.

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Dear

I need your help — both moral and financial.

I'm planning to walk in the American Cancer Society's 24-hour Relay For Life at the Mt. Tahoma High School track. We'll be taking turns on the track from 6 p.m. June 14 thru 6 p.m. June 15.

I know that sounds grueling, but not nearly as grueling as what cancer patients go through on a daily basis.

Last year we raised more than \$600,000 in the event at Mt. Tahoma HS track. And this year we're shooting for much more for research, education, patient services and advocacy. I need your help to get us there...to finish the fight.

This is not a pledge event. It doesn't matter how many miles I travel. I need your check prior to May 30th, if possible. Please make it out to ACS and mail to me at xxxxx N. xxxx St., Tacoma, WA xxxxx. Or, if you prefer to donate using your credit card, you can go to my page at <http://main.acsevents.org/goto/pat.flynn> (use your own URL)

Thank you in advance for helping making a difference.

**(for long-time contributors to your event)**

(date)

Dear ,

Twenty-nine years...and many of you have been a part of it since the beginning.

Four years ago we held a glorious celebration of Dr. Gordon Klatt's memorable 24 hours around a track that led to Relay For Life, the American Cancer Society's signature activity that has raised nearly \$5 billion since 1985. Because of Relay, the ACS has been able to pour more dollars into research and more and more people are surviving to celebrate birthdays.

But this year, I lost two very close friends to cancer:

**Jan Baxter and Rodger Williams**

And more friends are waging a new cancer battle or getting through a battle they've been fighting:

**John Toth, Dick and Phylecia Wilson**

I'm dedicating my 24 hours at the new Mount Tahoma HS Stadium June 14-15 to these friends.

Important! If you have ever had cancer or are battling it now, please join us for the survivors' lap that kicks off the event at 5:45 p.m. We're hoping to "pack the track" with 1,000 survivors. A well-marked parking lot will be dedicated to survivor parking. Call me (752-0550) if you have a question about it.

And I invite you to not only be there to cheer on our survivors or walk in that lap, but again at 10 p.m. we'll light thousands of luminaria bags honoring survivors or remembering those who have lost their battle. There are covered stands at Mt. Tahoma so you can see.

I'm asking you to support my effort once again in the enclosed envelope. Please make checks payable to the American Cancer Society. I would appreciate receiving them prior to May 30th, if possible, or if you would prefer to donate using a credit card, you can go to my team's site and donate right on my page at <http://main.acsevents.org/goto/pat.flynn> (use your own URL).

Thank you again and again for your years of support to this exceptional cause.