

## FUNDRAISING SAMPLE LETTER #1 – to potential business donors

Joe Sponsor  
123 Main St.  
Motown, BC V9X X8Y

Dear Joe,

All too often, we read or watch news programmes about people in need and wonder what we could be doing to help. Here's your chance.

In September, I will be experiencing the Fraser Valley up-close and personal - on my bicycle. I will join some 400 cyclists on an adventure cycling 200kms over a weekend, and our goal is to raise over \$400,000 for the BC Lung Association. The particular part of the "Valley" contains some challenging hills, so not only will I take part in the ride, but will also be training for several weeks in advance!

I have committed to raise \$X,000 in pledges (the minimum required is \$500). In order to reach this goal, I need your help. This Ride is about me as an individual and us, as a community, moving beyond our limits. It's about redefining our potential and taking action. It's about helping the millions of people who suffer from asthma, emphysema, chronic bronchitis, and lung cancer. You can become a part of this adventure with me by making a commitment as bold and empowering as the one I'm making.

Therefore, my challenge to you is this: How can you help me make a difference? As a person in a position to make decisions, what are your options? How can you best utilize my participation in this event to tremendously multiply the impact of your contribution? A little creativity here can go a long way towards doubling or even quadrupling the amount you might otherwise just "give" to charity, and substantially benefit your public image with your generous community outreach. At the very least, by allowing me to help you increase your exposure, you will be giving other people the opportunity to donate to this truly worthy cause - a worthwhile goal in and of itself.

Please join me in my commitment to make a difference. Contact me as soon as possible to discuss what we can do to benefit both the BC Lung Association in and your business.

Thanks for your generosity and support.

Sincerely,

Name  
Address  
Phone  
E-mail: me@xxxxxx.yyy