

# NEW WALKER Donation Request Letter

## SAMPLE

Dear **NAME**:

This year, I've made a very special commitment. Not to one special someone – but this commitment will be meaningful for so many people beyond myself.

On May 8<sup>th</sup>, I will be participating in the **AIM for a Cure Melanoma Walk** in Bloomington to support Melanoma research and awareness. This is a very important event for me because **I will be walking in honor... or in memory... of \_\_\_\_\_.**

My personal challenge begins now. I have committed to raising \$\_\_\_\_\_ to participate in this walk.

I'm asking for your help! I'll be doing all the walking... all you need to do is make a fully tax-deductible donation to help me achieve this goal.

To donate **online**:      Visit:      [www.AIMatMelanoma.org](http://www.AIMatMelanoma.org)  
Click-on:      Participate in a Fundraiser  
Click-on:      AIM for a Cure Melanoma Walk logo  
Click-on:      Bloomington/Normal, IL  
Click-on:      Donate to Walk/Sponsor a Walker

To donate **by check**:      Make Check Payable to AIM  
Mail Check to me at (**INCLUDE YOUR ADDRESS**)

Please consider foregoing one evening out and spending the money on a cause that will affect someone you love or know in your lifetime. You know the amount that is right for you.

Melanoma is the fastest growing cancer in the United States and worldwide. There is no effective medical therapy for metastatic Melanoma. And, there have been no significant advances in treatment in over 35 years.

I'm taking on this challenge to do something big that will help raise awareness and help in finding a CURE. I hope that you'll support me in my effort!

Please call me or e-mail me if you have any questions or just want to talk.

Thanks for your support!

**NAME**  
**TELEPHONE #**  
**EMAIL ADDRESS**