



Sample Letter to Personal Contacts

Send to family members and friends to request a donation.

Date

Name

Company

Address

City, State Zip

Dear (Name),

Currently, as many as 5.4 million Americans are living with Alzheimer's disease, and millions more are faced with the financial and emotional challenges of caring for a loved one with the disease. If current trends continue, Alzheimer's will bankrupt families, communities and our healthcare system.

But there is something we can do to stop this devastating disease. We can walk together to end this disease. That's why I'm participating in the Alzheimer's Association Walk to End Alzheimer's™.

The Alzheimer's Association®, the leading voluntary organization in Alzheimer research, care and support, is dedicated to finding prevention methods, treatments and an eventual cure for the disease. .

I plan to raise at least \$[insert personal fundraising goal] to support the Alzheimer's Association, which provides consultation, information and referral, and support programs to our community.

I know I can do this with your support. Would you please consider making a donation? Visit my online fundraising headquarters at (Enter Personal Web Page) to learn more and make a donation. You can also mail a donation using the enclosed pledge form. Checks should be made payable to the Alzheimer's Association and are tax deductible.

Thank you in advance for your time and generosity.

Sincerely,

(Your Name)

P.S. Want to double your donation? See if your employer has a matching gift program by visiting www.matchinggifts.com/walk/.

If you or someone you know needs information, referrals or support regarding Alzheimer's disease, please call the Alzheimer's Association 24/7 Helpline at 1.800.272.3900 or e-mail: info@alz.org.



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Dear (Name):

I just signed up to participate in the Alzheimer's Association Walk to End Alzheimer's™, the nation's largest event to raise funds and awareness to fight Alzheimer's disease.

Currently, as many as 5.4 million Americans are living with Alzheimer's. By 2050, this number is expected to grow to as many as 16 million.

The Alzheimer's Association, the world's leading voluntary health organization in Alzheimer's care, support and research, is dedicated to finding prevention methods, treatments and an eventual cure for the disease.

I plan to raise at least \$[insert personal fundraising goal] to support the Alzheimer's Association, which provides consultation, information and referral, and support programs to our community.

I know I can do this with your support. Would you please consider making a donation? Visit my online fundraising headquarters at (Enter Personal Web Page) to learn more and make a donation. You can also mail a donation using the enclosed pledge form. Checks should be made payable to the Alzheimer's Association and are tax deductible.

Thank you in advance for your time and generosity.
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Dear (Name):

This year, to support those affected by Alzheimer's, I'm participating in the Alzheimer's Association Walk to End Alzheimer's™ to raise funds and awareness to fight this disease.

Today, as many as 5.4 million Americans are living with Alzheimer's. In addition, 10 million baby boomers are aging, increasing their risk for developing this fatal disease. Now is the time to end this epidemic!

The Alzheimer's Association®, the world's leading voluntary organization in Alzheimer's research, care and support, is dedicated to finding prevention methods, treatments and an eventual cure for the disease. .

I plan to raise at least \$[insert personal fundraising goal] to support the Alzheimer's Association, which provides consultation, information and referral, and support programs to our community.

I know I can do this with your support. Would you please consider making a donation? Visit my online fundraising headquarters at (Enter Personal Web Page) to learn more and make a donation. You can also mail a donation using the enclosed pledge form. Checks should be made payable to the Alzheimer's Association and are tax deductible.

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