



SAMPLE RELAY FOR LIFE SOLICITATION LETTER, EMAIL, & VOICEMAIL

Tailor the following scripts to help your team let everyone know about your Relay For Life fundraising efforts.

Sample Solicitation Letter

Dear (name):

No one should ever have to hear the words “You have cancer”. There are not many people who can say there is no one in their life that hasn’t heard these life-altering words. But, the fight against this terrible disease is making progress. In 2006, for the first time in history, the actual number of cancer deaths decreased. There are over 10 million cancer survivors alive today in the U.S.! This statistic brings HOPE to all of those who have, or will ever, hear those words.

I have found a way we can make in difference in this fight—through the American Cancer Society’s Relay For Life of Pottstown. I am dedicating my walk this year to two people very special to me who have heard the words “You have cancer”:

(name)

(name)

In 2007, the Relay For Life of Pottstown proudly raised \$1,005,894 making us one of the few Relays to join Million Dollar Club. We’re now ranked as the 5th largest Relay in the World out of over 5,000 Relays! It was the 2nd most successful in Pennsylvania out of 217 events! Our community has directly seen the benefits of our hard work in our local Cancer Center through new infusion chairs, an American Cancer Society information kiosk, involvement in clinical trials and new programs offered to cancer patients for improved quality of life.

On May 31 – June 1, 2008, over 3,000 participants will celebrate the Pottstown Relay’s 11th anniversary by spending 24 hours at the Pottsgrove High School track. In 2007, our team raised _____, and we have increased our 2008 goal to ____ (your goal) _____ to be used towards research, education, advocacy and patient services.

I am asking for your support to help us reach our goal. Your tax-deductible contribution will help our community step up the fight against cancer. Please send a check, payable to the American Cancer Society, to my address today:

(your address, city, state, zip)

Or visit www.pottstownrelayforlife.com to make a secure donation with your credit card.

Through your donation we can further our mission that those lost to cancer will never be forgotten, that those who face cancer will be supported, and that one day cancer will be eliminated. Thanks in advance for your thoughtfulness and generosity!

Sincerely,

(name)

Your Favorite Relayer!