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FUNDRAISING LETTER SAMPLE

This fundraising letter was written for the Scleroderma Foundation Texas Chapter to attract major gifts for a special appeal.

May 2012

Mr. John Smith
123 Main Street
Anytown, TX 77401

Dear John,

“Your Chapter is like a lifeline to me.”

In my work at the Scleroderma Foundation Texas Bluebonnet Chapter, I hear this all the time. And, as a patient myself, I remember what it was like to finally find the Chapter after being given my frightening diagnosis of scleroderma 20 years ago.

After struggling with a great deal of pain, discomfort, worry, confusion and loneliness, I found a caring, compassionate community filled with helpful information and resources. I found friends. I found hope. ***I found a lifeline.***

This is how I feel every day as I continue my battle with scleroderma and this is what so many fellow patients, caregivers, loved ones, and others affected by scleroderma tell me.

Just the other day I was talking to a newly-diagnosed patient, Karen, who was terribly afraid of what this diagnosis was going to mean for her life and her family. How would the symptoms and treatments affect her quality of life? Would her hands eventually become less stiffened so she could do simple things more easily ... like open up a jar of peanut butter, pick up a glass or brush her hair? Would she be able to keep working? Would she live to see her kids get married and play with her grandchildren one day?

Because of you and the generosity you’ve shown, the Chapter was here for Karen. And it’s now a daily lifeline that she can turn to whenever the going gets tough.

You make sure that our patients like Karen get vital educational resources such as our website, patient education days, brochures, videos and more.

You make sure that patients have a place to call for one-on-one support.

You make sure that patients’ voices reach Capitol Hill where policy-makers need to hear the stories and issues important to the lives of scleroderma patients ... such as medication reimbursement, federal funding of research, and drug shortages.

Without you and people like you who know how debilitating scleroderma is and are committed to our mission of support, education and research, our Chapter simply wouldn’t exist.

That’s why I’m asking you to help our Chapter now.

During these difficult economic times, our funding is down ... *yet the demand for our services has exploded*. More patients are getting diagnosed, finding our Chapter and calling upon us for help. More and more patients and families need us, but we're finding it very difficult to keep the Chapter's basic programs, resources and staff on board.

I'm doing everything I can right now to make sure that this Chapter stays available and provides high-quality programs and support for our patients ... now and for years to come. I don't want any patient or family member in our area to feel alone or without a community of knowledgeable, caring people who understand their disease ... their pain ... and their need for support along their journey.

You are instrumental to keeping our Chapter going and delivering life-changing outcomes for scleroderma patients in Texas.

Today I would really appreciate your continued generosity. Please give the most generous gift you can so that the Chapter can survive, grow and keep serving our scleroderma patients.

By giving a special gift today, here's a glimpse at what we can accomplish together:

- Our Chapter will continue providing all of the vital resources we make possible for our patients: the Chapter website, patient events, support groups, educational materials, advocacy ... and more.
- Chapter leadership will work with me to develop a new Strategic Plan, one that honors our history, deepens current areas of focus and develops new areas of growth to build a strong, sustainable organization that can do more for patients.
- Our Chapter can continue and grow its commitment to funding research designed to improve treatments and, one day, find a cure for scleroderma.

And, I'll provide you with a report of our progress soon so you know how your support is making a difference.

Most importantly, you'll have the satisfaction of knowing that your donation will be used to help, educate and support people suffering with scleroderma.

So, as someone who I know cares as much about the future of this Chapter as I do, I hope you'll give today with your most generous gift possible—*I need you and all of our patients need you.*

Your recent generous gift of \$2,500 has enabled us to do so much. Your support now – at this amount or a higher level if possible – would be deeply appreciated.

Won't you join me in making sure that no scleroderma patient is turned away from our Chapter when they need our help so desperately? Patients like Karen and me are counting on you to keep and grow our programs—*we can't do it without you.*

With high hopes and much gratitude,

Cindi Brannum
Scleroderma Patient
Executive Director
Scleroderma Foundation Texas Bluebonnet Chapter

P.S. Your gift today will help save and sustain our Chapter for thousands of patients and others who need and rely on it as a lifeline. **Please give your most generous gift by June 30, 2012 to help keep the Chapter open, thriving and serving patients now and for years to come.**