



Example Fundraising Letter & Social Media Posts

The best way to solicit donations is simply to ask! Below is a sample fundraising letter and social media post. Your donors are more likely to relate and respond to a personal cause. Please feel free to edit it as you see fit and really make it your own!

Dear **Friends and Family**,

On August 12, I will be participating in the ALS Therapy Development Institute’s Race 4 Research 5K & Walk, and I am asking for your help to make a difference!

Amyotrophic Lateral Sclerosis (ALS), or Lou Gehrig’s disease, is a neurodegenerative disorder that paralyzes the body but leaves the mind intact. After being diagnosed with ALS, most people live only 2-5 years, on average. Every 90 minutes, someone in the U.S. is given this life-changing diagnosis. There is no cure—an ALS diagnosis is a death sentence.

I will be (**WALKING/RUNNING/VOLUNTEERING**) to change that. By participating in this event, I proudly support the efforts of the ALS Therapy Development Institute in Cambridge, MA. As the world’s foremost drug discovery center focused solely on ALS, the Institute is driven by a single, profoundly important goal: to discover viable treatments for ALS as quickly as possible. Today, the Institute has over 30 potential drug candidates in its current pipeline, and their most promising potential treatment to date, AT-1501, is heading to clinical trial.

I have committed to raise at least **\$250**. ALS is not an incurable disease. It is an underfunded one. Please help me reach my goal—every dollar counts!

Your friend in the fight,

Race 4 Research Participant

PS: Don’t forget to check if your employer has a matching gift policy at www.als.net/giftmatch so you can easily double or triple your donation.



race4research.org | r4r@als.net | 617-441-7205





Social Media Invitation to Join Your Team:

I just signed up for the @Race 4 Research 5K & Walk to #ENDALS on 8/12/18. Please join me for a fun day of ALS awareness and fundraising by becoming a member of my team. ALS is not an incurable disease. It is an underfunded one. Our team has set a goal to raise \$1,000 for the @ALS Therapy Development Institute. I hope you will join me! [\[INSERT YOUR FUNDRAISING PAGE LINK\]](#)

Social Media Invitation to Donate:

I just signed up for the @Race 4 Research 5K & Walk to #ENDALS on 8/12/18. I have pledged to raise at least \$250 for ALS research at the @ALS Therapy Development Institute. ALS is not an incurable disease. It is an underfunded one. Someone new is diagnosed with ALS in the U.S. every 90 minutes. Please donate today and help me reach my goal—every dollar counts in this fight! [\[INSERT YOUR FUNDRAISING PAGE LINK\]](#)

Social Media Fundraising Updates:

Thank you so much to my friends and family who have supported my fundraising efforts for the upcoming @Race 4 Research 5K & Walk! Together, we have raised [\[INSERT AMOUNT HERE\]](#) for critical research for a cure @ALS TDI. There's still time to donate! [\[TAG INDIVIDUALS WHO HAVE DONATED AND INSERT YOUR FUNDRAISING PAGE LINK\]](#)

There are just [\[INSERT DAYS HERE\]](#) days left until I hit the pavement at the @Race 4 Research 5K & Walk! So far I have raised [\[INSERT AMOUNT HERE\]](#) for important ALS research at @ALS TDI and am almost to my goal of [\[INSERT YOUR GOAL HERE\]](#). It's not too late to donate to help #endALS! Thank you in advance! [\[INSERT YOUR FUNDRAISING PAGE LINK\]](#)

Amazing! Thank you to all who helped me reach my fundraising goal for @ALS TDI! Meeting my goal will provide extra motivation when I complete my [\[RUN/WALK\]](#) on August 12 in Cambridge, MA. We have made an impact on the pace of ALS research. If you haven't had a chance to donate, you can do so at [\[INSERT YOUR FUNDRAISING PAGE LINK\]](#). Thanks again and look for event photos coming soon!

ALS THERAPY DEVELOPMENT
INSTITUTE

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The ALS Therapy Development Institute is a 501 (c) (3) EIN# 04-3462719. All donations are tax deductible.