

SAMPLE FUNDRAISING LETTER

Dear friend,

I'm excited to share that I'll be participating in Pelotonia this year. Pelotonia is a global community that is committed to accelerating funding for innovative cancer research. In just twelve years the Pelotonia community raised over \$217 million for cancer research. But we aren't stopping there.

Every single dollar we raise is invested in the brightest minds in cancer research who are making cancer therapies less toxic and more effective for patients. From increasing cancer prevention and early detection methods to creating new drugs that are in use today – Pelotonia dollars are truly saving lives.

Our community is especially proud that Pelotonia pledged \$102,265,000 in 2019 to launch the Pelotonia Institute for Immuno-Oncology, a bench-to-bedside research initiative focused on harnessing the body's immune system to fight cancer. You can learn more about The Institute and Pelotonia's lifetime impact at [Pelotonia.org/Our-Impact](https://www.pelotonia.org/Our-Impact).

I'm proud to ask for your support of my fundraising goal knowing that Pelotonia directs 100% of every dollar raised by its participants to innovative cancer research at the OSUCCC-James.

To make a donation, please follow this link to my profile page: [INSERT PROFILE URL](#)

Sincerely,

[NAME](#)