**Sample Walker Letters to Ask for Donations**

Did you know that it often takes 3 asks to receive 1 donation? People get busy and often need a reminder. Ask today and then mark your calendar to ask again. Don’t feel weird about following up. You are trying to save lives!!

**Ask #1: Donation Solicitation**

Dear (INSERT NAME),

I'm walking and fundraising to support the Leukemia & Lymphoma Society’s (LLS) Light The Night event! The funds I raise are needed to help find better treatments and cures for blood cancers so patients can live better, longer lives. Supporting LLS will not only help find the cure for blood cancer but also enables pioneering new treatments for other cancers.

LLS is at the forefront of the fight to cure cancer. Will you support me and my efforts to helping to cure cancer?

As you may know, *(insert your personal reason for walking here- This can include how has cancer impacted your life, why you are fundraising, how many years you’ve been involved with Light The Night, etc.)*

Please consider a donation today. You can visit my personal fundraising page to make a secure, tax-deductible online donation. Please click "Donate Now," when you visit my page. If you prefer, you can also mail a donation directly to the LLS Illinois Office:

ATTN: LTN, *Your Name*

LLS

954 W. Washington Blvd #305

Chicago, IL 60607

Cancer impacts all of us, but because of events like Light The Night we can make a difference.

Thank you, in advance, for your donation and support!

*[LINK TO PERSONAL FUNDRAISING PAGE]*

Thank you,

*[NAME]*

**Ask #2: Donation Reminder**

Subject: There's still time to donate!

I'm getting closer to my goal, but I need your help!

As you may know, I'm walking and fundraising for the Leukemia & Lymphoma Society’s Light The Night walk on [PLEASE INSERT DATE OF THE EVENT HERE]. The funds I raise are needed to help find better treatments and cures for blood cancers so patients can live better, longer lives.

So far I've raised $[PLEASE INSERT AMOUNT RAISED HERE], but I need your help to reach my $[PLEASE INSERT FUNDRAISING GOAL HERE] fundraising goal. Will you support me and my efforts to fight cancer?

To make a donation, please go to [ENTER PERSONAL FUNDRAISING URL] to visit my personal page then click on the "Donate Now" button to make a secure, online donation. If you prefer, you can also mail me a donation.

Thanks to The Leukemia & Lymphoma Society, thousands with blood cancer are coming home to live a normal life. And you’re helping to make this possible.

Thank you in advance for your donation and support!

[NAME]

My Personal Fundraising Page: [ENTER PERSONAL FUNDRAISING URL]

**Ask #3: Donation Reminder**

Subject Line: Help us create a world without blood cancers

The Leukemia & Lymphoma Society’s Light The Night walk is right around the corner and your help is needed now more than ever! I'm getting close to my $[INSERT FUNDRAISING GOAL HERE] fundraising goal. Will you help LLS fund more life-saving research?

To make a donation, please go to [ENTER PERSONAL FUNDRAISING URL] to visit my personal page then click on the "Donate Now" button to make a donation. If you prefer, you can also mail me a donation.

LLS funds lifesaving blood cancer research around the world and provides free information and support services. For more than 70 years, LLS has invested more than $1.3 billion to advance cancer therapies and save lives.

I hope I can count on you to support my fundraising efforts and the great work of The Leukemia & Lymphoma Society!

Thank you in advance for your support!

[NAME]

My Personal Fundraising Page: [ENTER PERSONAL FUNDRAISING URL]