May 27, 2018

Dear Mr. Smith:

On June 7, I will be participating in the ALS Therapy Development Corntoss Challenge in [Atlanta on May 12]. The Corntoss Challenge is powered by the Young Faces of ALS and events are held around the country to raise funds and awareness for ALS research at the ALS Therapy Development Institute. Will you be part of a cure?

Every 90 minutes, someone is diagnosed with ALS, also known as Lou Gehrig’s disease or Motor Neuron Disease (MND). It is a progressive and fatal neurodegenerative disease that causes muscle weakness, difficulty breathing and swallowing, and paralysis while leaving the senses intact. Most people survive two to five years after their diagnosis, with an estimated 30,000 people in the U.S. and 450,000 worldwide living with the disease. While ALS is often considered a mid-to late-life disease, ALS affects people of all ages. It can affect anyone, anywhere. Currently, there is no effective treatment or cure.

By donating to my fundraising page, you will be supporting the ALS Therapy Development Institute (ALS TDI), where scientists actively discover and develop treatments for ALS. It is the world’s first and largest nonprofit biotech focused 100% on ALS research. 87 cents of every dollar raised goes directly to drug development for ALS. Proceeds from the [Atlanta] Corntoss will provide new hope to those living with this terrible disease. Please help me reach my goal—every dollar count.

If you have any questions, please contact me at [phone no.] or by email at [email address].

Sincerely,

[Your Name here]

[Your contact info here]

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