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Genworth Financial 

Letter for All Participants to Raise Funds

Sample Letter to Personal Contacts

SAMPLE LETTER 2

Send to family members and friends to request a donation

Date

Name

Company

Address

City, State Zip

Dear (Name):

I just signed up to participate in a very special event, the Alzheimer's Association Memory Walk®.

More than 5 million Americans are currently living with Alzheimer's disease. By 2050, the number of Americans with Alzheimer's could triple to 16 million. I am fortunate that my family has not been personally affected by Alzheimer's. But many other people are not so lucky, and so I am participating in Memory Walk in support of them.

The Alzheimer's Association, the world leader in Alzheimer's research, care and support, is dedicated to finding prevention methods, treatments and an eventual cure for the disease.

I plan to raise at least \$200 to support the local Alzheimer's Association, which provides consultation, information and referral, and support programs to those affected by Alzheimer's.

I know I can do this with the support of friends like you. Would you please consider making a donation? Please visit my online fundraising headquarters at ([Enter Personal Web Page](#)), to learn more and to make a donation directly online, or mail in a donation using the enclosed pledge form. Please note that checks should be made payable to the Alzheimer's Association, and are tax deductible.

Thank you in advance for your time and generosity. Please ask your employer if they have a matching gift program. They may double your donation.

Sincerely,

(Your Name)

If you or someone you know needs information, referrals or support regarding Alzheimer's disease, please call the Alzheimer's Association 24/7 Helpline at 1.800.272.3900 or e-mail: info@alz.org.