**Lupus Research Alliance – Sample Fundraising Letters**

**SAMPLE #1**

Date

Dear [NAME],

*Option 1 (for past participants*): Over the years, you’ve been part of the driving force behind my fundraising success for the *Walk with Us to Cure Lupus*. The Walk program has been a catalyst for increased attention and progress in lupus research, and I can’t thank you enough for your support.

*Option 2 (for new participants):* This year, I’m participating in the Lupus Research Alliance New York City *Walk with Us to Cure Lupus* . Due to the COVID-19 crisis, this year’s Walk will be an online event, allowing us to come together from around the world on October 2nd to honor and strengthen our joined fight to eradicate lupus. I couldn't be more excited to help raise awareness and funds for a program that has been a catalyst for increased attention and progress in lupus research programs!

Donations through the Walk program have gone a long way in helping the Lupus Research Alliance commit over $200 million to innovative scientific research programs that bring us closer to finding a cure each year. Lupus is a very complex disease that affects people differently and can change over time. But the Lupus Research Alliance and its affiliate Lupus Therapeutics are funding studies to unravel this complicated autoimmune disease to find new treatments and ultimately a cure. These breakthroughs keep me more determined than ever, and I’d love if you could support me and my family at this year’s Walk!

This year we are Walking virtually, making it is easier than ever to join me and contribute to my fundraiser. Remember—since the Lupus Research Alliance Board of Directors covers all administrative and fundraising costs, **100% of your donation will go directly to the most cutting-edge research programs**. All checks should be made payable to the Lupus Research Alliance, or you can donate online by visiting my Walk team page [INSERT YOUR WALK TEAM LINK HERE] and become one of my team members and/or donors!

As the largest private funder of lupus research, the Lupus Research Alliance leads the quest to free the world of this autoimmune disease through the power of scientific research. I want to thank you in advance for your support of this goal. By *Walking with Us*, you support the necessary research that will unravel the complexity of this disease which affects millions of people worldwide in a million different ways. No one can do it alone -- but as a community **ManyOne Can!**

Warmest regards,

*For assistance with writing your letter, contact your Regional Lupus Research Alliance Fundraising Staff*.

walks@lupusresearch.org or 866-925-5257

**SAMPLE #2**

Date

Dear Family and Friends,

The Lupus Research AllianceNew York City *Walk with Us to Cure Lupus* is coming up! The Lupus Research Alliance annual walkathon is focused on raising awareness and vital funds for lupus research programs—and every year, my family and I enthusiastically participate. This event has become so important to us because of its direct impact on the lupus community and the research that will bring us closer to finding a cure. I’m reaching out to you today to ask that you support this event by donating to my family’s team or by joining us this year.

Having a chronic autoimmune disease like lupus is not always visible to others. Lupus is difficult to diagnose because many people who have it look perfectly healthy. [OPTIONAL: INSERT PERSONAL ANECDOTE] To this day, neither a single cause nor a cure for lupus has been discovered. But thanks to the Lupus Research Alliance and powerful fundraising initiatives like the *Walk with Us* program, we are getting closer to defeating lupus once and for all. I hope you will join my family and me in our quest to find a cure.

This year due to safety concerns as a result of COVID-19, we are “Walking” virtually, making it is easier than ever to participate and contribute. Remember, 100% of your tax-deductible donation that will go directly to fund lupus research programs. To support my team, please donate online at [INSERT YOUR WALK TEAM PAGE LINK], or make a check payable to the Lupus Research Alliance and mail it to me at [ADDRESS] so I can send it in. If you have any questions, please feel free to call me at [PHONE] or email me at [EMAIL].

I thank you in advance for your support. By *Walking with Us*, you support lupus research that will unravel the complexity of this disease affecting millions of individuals worldwide in a million different ways. No one can do it alone -- but as a community **ManyOne Can!**

In gratitude,

*For assistance with writing your letter, contact your Regional Lupus Research Alliance Fundraising Staff*.

walks@lupusresearch.org or 866-925-5257

**SAMPLE #3**

Date

Dear Friends,

*Option 1 (for past participants):* As some of you may know, I’ve been a dedicated advocate for lupus awareness and research for many years. With the COVID-19 crisis heavily impacting the lupus community, it’s more important than ever to keep raising funds and awareness for the fight against lupus.

*Option 2 (for new participants):* I’ve recently been inspired to get involved with raising awareness and funds for lupus research. This year with the COVID-19 crisis heavily impacting the lupus community, I can’t think of a more important time to help.

Today, I’m writing you as a Team Captain for the Lupus Research Alliance 2021 New York City *Walk with Us to Cure Lupus*. This year, due to the COVID-19 crisis, the Walk will be an online event, making it easier for you to “walk” with me from wherever you are and to help me raise money for lupus research.

Lupus, a life-threatening autoimmune disease for which there is no known cause or cure, affects millions worldwide. Many people suffer from this painful disease for years without a diagnosis. Symptoms often look like other illnesses—and there is no single test that can prove a person has it. Understanding the complexities of this disease is particularly difficult, as no two cases of lupus are alike. Many people develop kidney problems, for example, while some get premature heart disease and others suffer from strokes or develop lung inflammation.

Now, more than ever, your contribution will go a long way toward finding new treatments and a cure. Since the Lupus Research Alliance Board of Directors funds all administrative and fundraising costs, 100% of every dollar raised through the *Walk with Us* program will go directly to support the most innovative lupus research programs. The Lupus Research Alliance leads the quest to prevent, treat, and cure lupus through the power of science. Their one central goal is to improve the lives of people living with the disease—today and in the long term. I agree with the Lupus Research Alliance that scientific research is the most effective path to achieve this goal, and I hope you will join me in supporting these efforts!

If you’d like to participate in the online Walk, please contact me for more details. If you are unable to participate but would still like to make a tax-deductible donation online, please visit my Walk Team Page: [INSERT YOUR WALK TEAM PAGE LINK], or send them to my attention at [ADDRESS]. Please make all checks payable to the Lupus Research Alliance.

I thank you in advance for your support. By *Walking with Us*, you support lupus research that will unravel the complexity of this disease affecting millions of people worldwide in a million different ways. No one can do it alone -- but as a community **ManyOne Can!**

Sincerely,

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walks@lupusresearch.org or 866-925-5257