

Today's Date, 2009

Dear Friends / Co-Workers / Family / _____ :

I am writing you regarding a special event I will be participating in this summer, a very unique fundraiser called The Seattle 100.

On Saturday, July 25th, myself and one hundred other motorcycle enthusiasts will attempt to circle Pacific Raceway's roadcourse (formerly Seattle International Raceway) as many times as we can with the sole purpose of raising money towards kidney disease research. Each and every rider in the Seattle 100 is raising money through friends and family, with proceeds of the event going directly to The NephCure Foundation (www.nephcure.org) - the only organization in the world dedicated specifically to the cure of glomerular kidney disease. Riders raise funds through per lap pledges or fixed contributions, and contributions are tax-deductible. Prior year's events have been attended by the world's fastest motorcycle racers, have been on Speed TV, and riders raised over \$125,000 last year. This year, one hundred riders are expected to participate, and the fundraising goal for this year's 2009 Seattle 100 is to exceed \$150,000.

I am writing you to see if you would have an interest in sponsoring me on July 25th. Please know that my decision to send you this letter has not taken place without careful consideration; after all, most of us have a cause or charitable matter we are committed to, and what is important to me may not be as important to you. Further, letters like these can sometimes leave a person feeling uncomfortable if they choose not to respond.

Please do not feel obligated to respond. If anything, I thought you might appreciate knowing about my personal involvement in this event, and that the success of the event is important to me. However, if you *would* like to support my "motorcycle marathon" with a per lap pledge or fixed donation, I'd sure appreciate it. You can reach me by phone at (XXX) YYY-1234, or you can email me at 1234@aol.com. Thanks for your consideration, and know that it is greatly appreciated.

Very truly yours,

YOUR NAME