THE LONGEST DAY
ALZHEIMER'S ASSOCIATION

[DATE]

Dear [NAME],

I'm a [RELATIONSHIP: regular customer, community resident, etc.] writing to ask for your support of The Longest Day® — the day with the most light — when thousands of participants from across the world will outshine the darkness of Alzheimer's through a fundraising activity of their choice.

Worldwide, more than 55 million people are living with Alzheimer's and other dementias, including nearly 7 million Americans. In addition, over 11 million Americans are providing unpaid care to individuals living with the disease.

On The Longest Day, I will [EVENT: host a karaoke party, cookout, etc. or ACTIVITY: dance, run, bake] to raise funds and awareness for the care, support and research efforts of the Alzheimer's Association. My [DESCRIPTION: personal, team, Global Team, etc.] goal is to raise $[X,XXX], and I need your help! Please support my efforts by making a tax-deductible donation of $[XXXX] through my fundraising page at [URL].

Thanks for your consideration. When we work together, the strength of our light will outshine the darkness of Alzheimer's. If you have any questions, please contact me at [phone number] or [email address].

[NAME]
The Longest Day
[Insert URL for personal or team fundraising page]