

Dear [insert recipient name],

I want to personally ask you to join me in the fight against pediatric cancer. **I will be participating in The Virtual Lemon Climb by virtually climbing to the top of [insert your building choice] on November 21st to create awareness for kids fighting cancer everywhere.** My first step in this climb, with your help, is to fundraise. The money raised will support Alex's Lemonade Stand Foundation (ALSF), which aims to change the lives of children with cancer through funding impactful research, raising awareness, supporting families, and empowering everyone to help cure childhood cancer.

Your support means hope for families who struggle daily with the impact of childhood cancer, which are especially important amid the challenges presented by COVID-19. Here is a glimpse of how your donation could be used to help these families:

- \$10 = 1 treatment journal
- \$50 = 1 hour of research
- \$100 = Gas cards for 2 round trips of treatment
- \$250 = 2 nights hotel stay
- \$150 = 75 care packages for SuperSibs

ALSF has evolved into a national fundraising movement and a leader in the fight against childhood cancer because of the generosity of others. Founder, Alex Scott, was a 4-year-old girl who had a vision that if everybody worked together, we could find the cure. With the help of others, Alex achieved her original goal of \$1 million before she passed away at 8 years old. Now the Foundation bearing her name has gone on to raise more than \$200 million and funded over 1,000 research projects with the help of supporters all over the world.

To continue the mission Alex started, I am asking for your support to help me reach my fundraising goal that will make an impact on behalf of this meaningful cause. Please visit my personal fundraising page (**be sure to link to your page here!*) to make a secure, tax-deductible online donation. You can even leave a personal note for motivation!

Thank you in advance for your donation and support!

Let's keep climbing towards the cure,

[insert your name]