

## Sample Letter 1: Donors – General

Date

Full Name

Company

Address

Courtesy Title [Mr./Ms./Mrs.] Last Name:

Sudden Cardiac Arrest (SCA) can strike anyone, at any age, anywhere, at any time. It is among the leading killers of Americans, claiming an estimated 350,000 people each year. More people die of sudden cardiac arrest than breast, lung, colon, and prostate cancer combined. Happily 40,000 people a year survive SCA and that number is growing. That's where we begin. Many survivors face challenges after their SCA. Survivors often face not only changes in their health and behavior, but also changes in their ways of thinking about themselves and about life.

[*Name of Organization*] or – Our mission is to help survivors get back to living full and happy lives. And we can only achieve our goal with the assistance of generous donations from members of our community. Without these donations, serving those in our area affected by sudden cardiac arrest would not be possible.

Since our organization relies on the generosity of individuals like you, we write to ask you to consider a donation to our cause. A donor envelope is enclosed for your convenience. We hope that you will help support our efforts.

We truly want to partner with you. In exchange for your contribution, we are happy to acknowledge your organization in our newsletter and at our event [*specify acknowledgements*]. If you are interested in finding out more about how we can help train your employees in compression-only CPR, we would be happy to talk with you.

Survivors deserve a second shot at living. Help us support those who have suffered from SCA as well as survivors' families.

We thank you for your generosity with all our hearts.

Sincerely,

Signature

Typed name of signer

[*Make sure your letter contains contact information.*]