**Sample Solicitation Letter**

Dear [Name],

Paragraph 1: Tell your personal story and connection to MSK.

In 2007, my niece, Alice, was diagnosed with pediatric cancer. In gratitude and appreciation for her care team at MSK Kids, my family and I created the ABC Community Gala. Our mission is to support the doctors and researchers who are outsmarting pediatric cancer at MSK Kids. For the past 14 years, we have hosted an annual gala to raise crucially needed funds for MSK Kids.

Paragraph 2: Describe your event and what it will support.

We are so pleased to announce that this year’s gala will be held on Thursday, March 5, at the Plaza Hotel in New York City. The evening will consist of a cocktail hour, photo opportunities, raffles, a silent auction, dinner, and dancing. All proceeds will support pediatric cancer research at MSK Kids.

Paragraph 3: Ask for support.

This year, your support can make a big impact at MSK Kids. Please [make a donation of $X/purchase a table/make an in-kind donation/volunteer services/etc.] [to/at] this year’s gala.

Paragraph 4: Explain how to make a gift.

You can make your contribution to MSK Kids through our MSK fundraising page: [MSK fundraising page URL]. If you prefer to make a donation via check, please make your check payable to Memorial Sloan Kettering Cancer Center, with ABC Community Gala in the memo line. Your check should be mailed to Memorial Sloan Kettering Cancer Center, Attn: [MSK Giving representative’s name], PO Box 27106, New York, NY 10087-7106.

Paragraph 5: State your case for support and wrap up.

Patients with pediatric cancer, their families, and their care teams rely on your generosity and commitment to supporting lifesaving progress. Together, we can work to make sure that doctors and scientists have the resources they need to turn new and promising research findings into better treatment options for kids with cancer at MSK and around the world.

Thank you for your kind consideration of support.

Sincerely,

[Your Name]

[Your Contact Info]