

<Date>

Dear

By the time you finish reading this letter, two Americans will have died from heart disease. As the number 1 killer of men and women and the number 2 killer of children, it's a sad fact that no one can escape being touched by heart disease or stroke in some way.

<Company Name> is proud to announce that we have again joined the American Heart Association's lifesaving mission of building healthier lives free of cardiovascular diseases and stroke. To that end, we are participating in the AHA's signature fund-raising event, the *Central Kentucky Heart Walk*. In addition to raising vital funds for heart disease and stroke research and education, the Central Kentucky Heart Walk engages companies to promote healthy lifestyles for children and adults. I am serving as volunteer of this year's event, and have set an ambitious goal for myself and <Company Name>. Through my personal pledge and the efforts of our employees, <we / I> have pledged to raise <Company Goal> for the 2013 Central Kentucky Heart Walk.

I truly value the partnership that <Company Name> has developed with <VENDOR COMPANY NAME>. I view you not just as a vendor, but as a partner with <Company Name> in the effort to make our communities healthier.

<<First Name>>, *I am asking you to contribute <\$Donation Amount> to help me reach my goal.* I am confident that you will join me in stepping up to the challenge. Please consider contributing to the AHA's efforts. Your tax-deductible contribution (Tax ID #135613797) will greatly enhance these collective efforts.

Cardiovascular diseases, including stroke, kill about as many people as the next four causes combined (cancer, respiratory disease, accidents, diabetes). **Your contribution can help us save more than 12,000 lives every year in Kentucky alone.**

Please mail your check, made payable to the American Heart Association, to my attention below. Please indicate that this donation is in response to my request.

<Name>
<Company Name>
<Address>

Thank you for supporting our efforts. If you have questions or need any additional information, please contact me at <Phone Number>.

Best regards,