



Date

«Person.Full_Name_And_Address»

Dear «Person.Household_Salutation»,

I have made a commitment to Van Andel Institute to raise pledges through my participation in the Consumers Credit Union Purple Community 5K on Saturday, April 27, 2019.

Purple Community is Van Andel Institute's dynamic community awareness and fundraising program that connects individuals, schools, sports teams, and corporations that want to join the fight against cancer, Parkinson's, and other diseases, to the resources needed for action.

[Insert a personal story or connection you may have to the VAI mission if you would like to here.]

[if you registered online, you can add the online link here by saying "I have set up an online fundraising page if you would like to give securely and easily. Just go to [insert your fundraising page link]."]

Thanks to a generous endowment from Jay and Betty Van Andel, every dollar of every donation goes directly to the cause – that's 100% HOPE!

Thank you for considering making a gift in support of my efforts. Every dollar counts!

Sincerely,

[Pledge Walker Name]