

Lance Armstrong Foundation

Carrier Envelope Teaser:

DO NOT FOLD!

Lance Armstrong has sent you
a Certificate of Appreciation

OPEN NOW!

Reply Device:

Thank you, Lance, for recognizing my support of men and women, girls and boys with cancer!

YES! When cancer strikes, I'll help people live strong ... survive ... and thrive!
Here's my gift of:

- \$25 Teammate
- \$50 Partner
- \$100 **Leader** *Can you move up to this level?*
- \$250 Challenger
- \$500 Champion
- \$ _____

Please make your check payable to the Lance Armstrong Foundation. Your contribution is tax-deductible as allowed by law.

Letter:



Dear [title/s] [last name],

“Having cancer is a pretty tough thing to swallow,” says Kaye Hentschke.

But she says you inspire her “every day, to be positive, to focus on health, and to be grateful and thankful” in year five of her battle with non-Hodgkin’s lymphoma.

You do great things for Kaye through the Lance Armstrong Foundation. You do wonderful things for thousands of people.

That’s why I had the enclosed Certificate of Appreciation made up for you, recognizing your support as a [designation]-level benefactor.

And now, as the Foundation prepares to launch some exciting new programs, **I hope you’ll move beyond [designation]-level support with a slightly higher gift of \$[level-plus].**

In fact – considering how important you are in the lives of girls and boys, men and women like Kaye – will you join us as the Foundation takes major new steps in service and research for those doing battle with cancer?

Will you take a major step yourself, moving up to [designation+1]-level support with a gift of \$[next level]?

Perhaps you can make an even more significant new commitment to the cause! That would be so wonderful! And it would mean so much as cancer warriors like Kaye Hentschke struggle to make life work in the wake of a cancer diagnosis ... to live strong!

I’ll send your new Certificate of Appreciation – marking out your new level of dedication – as soon as we can possibly prepare it.

If by then the Foundation has put the final touches on the new programs we’ll launch in the months ahead, I’ll include the Executive Summary of the final report.

You’ll be among the first to know how we’ll enhance the lives of folks living with cancer and living strong.

These new initiatives will certainly touch your life in some way ...



Kaye Hentschke, battling non-Hodgkin’s lymphoma, and living strong with your help.

Over, please ...

Here's a startling fact: One out of three people in America will have cancer at some point. None of us can get through life without knowing people – probably many people – whose lives are totally disrupted by a cancer diagnosis.

You may be one of those people yourself. I'm one. And my personal battle with cancer was rough since the disease spread from the original site to my abdomen, brain, and lungs.

I decided the only way to win was to declare myself a cancer survivor, rather than a cancer victim. And with that positive attitude, I went to war with my disease, determined to win. Out of my battle grew the LIVESTRONG™ approach.

In a *survivor's* battle with cancer, “unity is strength,
knowledge is power, and attitude is everything.”

With every gift you make to the Lance Armstrong Foundation, you bring the force of those ten words into someone's battle against a bitter disease.

Every gift you send provides resources that turn those ideas into realities. But these great things can only happen with the continued partnership of caring people like you.

So send your gift today! Help someone break out of the cocoon of life as a “cancer victim.” Help them spread their wings and fly as a CANCER SURVIVOR.

You and I Are Winning!

A handwritten signature in black ink that reads "Lance Armstrong". The signature is fluid and cursive, with the first name "Lance" being larger and more prominent than the last name "Armstrong".

Lance Armstrong, Founder

P.S. Think of today's donation as a gift for a real survivor like Kaye, someone who's doing battle with cancer even as you read this letter.

That's where your kindness really finds its force ... in the lives of real human beings like Kaye as they live through terribly difficult times. Please be generous.

Certificate Copy



The Lance Armstrong Foundation

gratefully acknowledges the

[designation]-level support

of

[title/s] [full name/s]

Your generosity makes it possible to carry out the
LIVESTRONG™ message: Unity is strength,
Knowledge is power, and attitude is everything.

Lives are changing because
you opened your heart.

A handwritten signature in black ink that reads "Lance Armstrong".

Lance Armstrong, Founder

Month XX, XXXX