

Sample Industry Challenge Letter/Email

Purpose: Build Company Teams
Who Sends This: Senior Level Executive
Who Do You Send This To: Senior Industry Representatives
When Is This Sent Out: Immediately after confirming support and establishing fundraising goals

(Date)
(Name)
(Address)
(City, Province, Postal Code)

Dear **(title, Last name)**,

Our company is excited to be initiating an **(insurance/law/banking)** industry challenge in support of our colleagues and their families affected by Crohn's disease and ulcerative colitis. We are participating in the Crohn's and Colitis Foundation of Canada (CCFC) **Gutsy Walk** to raise money for cure-directed research, as there is currently no known cause or cure for these diseases, and we urge you to join us.

One in 160 Canadians are living with these diseases, collectively known as inflammatory bowel disease (IBD), so it's more than likely that your colleagues and their families are affected as well. CCFC is committed to raising funds for IBD research through the Gutsy Walk and other fundraising activities, and has contributed more than \$71 million to date, making Canada a global IBD research leader.

We at **(company name)** are proud to be supporting **Gutsy Walk**, and are walking together as a workplace team on **Sunday June 10, 2012** at **(location)**. As a workplace team, we set a company-wide goal of \$XXXX and are confident through individual pledged donations collected by our team, and implementation of some additional internal fundraising activities, we will achieve and exceed our goal.

We're writing because by working together, the **(insurance/law/banking)** sector can create real impact and at the same time show our support of our friends, family and colleagues who suffer daily. We can change this! Please accept this challenge and join us at the **Gutsy Walk** by entering a Workplace Walk team.

Let's show that **(insurance/law firm/bank)** spirit! The more pledge earners we have, the higher the profile for our industry as a whole. We will call you next week to discuss your participation in the **Gutsy Walk**. If you have any questions, we would be pleased to answer them at that time. Thanks in advance for your co-operation and support. Every step we take together brings us closer to the ultimate prize - a cure!

Yours sincerely,
(Name)