



Sample email text:

Dear (name):

As you may know, I am participating in the Santa Barbara Triathlon (SBT) on August 22nd, 2009 (or August 23rd, 2009). The race consists of a 1 mile swim, 34 mile bike and a 10 mile run. (or 500 yd. swim, 6 mile bike, and a 2 mile run.) In addition to the physical challenge the race represents, participants have been asked to take part in a fundraising campaign. This year's beneficiary is the Cancer Center of Santa Barbara Wellness Program. Our goal is to raise \$50,000.

You are probably aware that cancer will touch **everyone** at some point. The Wellness Program makes a profound difference in the life of someone fighting the disease. Each year, the Center provides treatment, support and educational services to more than 4,000 patients. Your donation will help the Wellness Program continue to provide:

- A comprehensive lending library of books, magazines, articles and videos
- Lectures on complementary and integrative therapies
- Nutrition counseling and workshops
- Creative Arts
- Yoga and QiGong
- Well-Fit Exercise Program

While you were reading this email, another person was diagnosed with cancer. His or her life will be changed forever. Your tax-deductible donation to the Cancer Center will provide critical help in his journey through the agonizing decisions, medical treatments and spiritual changes in his future.

It has never been easier for you to make a donation. Your generosity is 100% tax deductible and you will receive a thank you receipt for your support. Please send your check, along with the Donor Sign-up Sheet, to me directly and I'll be sure that the CCSB receives it. Please make checks payable to the Cancer Center of Santa Barbara. If you prefer to make your donation on-line, visit my Personal Fundraising Website at:

(enter the URL sent to you by Active.com – or visit the santabarbaratriathlon.com website "Fundraising Page" to find your personal fundraising page URL.)

Thank you in advance for your generosity and support.

Sincerely,
Your name