

Sample #3:

Dear _____,

For the third consecutive year, I'll be riding in the Connecticut Challenge, a cycling event that raises funds to support special programs for cancer survivors across Connecticut.

Every day, 51 Connecticut residents are diagnosed with cancer. Thanks to life-saving medical advances, there are now 120,000 cancer survivors in our state. But, most survivors live with side effects caused by the very treatments that helped them beat cancer. Chemo, radiation and hormone therapies can cause long-term medical problems that may not show up for months—or even years—after treatment.

The Connecticut Challenge funded the first survivorship clinic in the state at Yale and is now working hard to help hospitals across the state develop similar resources so that all survivors will benefit, no matter where they live. These are dedicated resources for cancer survivors. The clinics provide survivors and their families vital information on cancer prevention, wellness and supportive services for cancer survivorship.

That brings us to my ride. The CT Challenge takes place on Saturday July 30th. So, I need your help...now. That's why I'm e-mailing you to sponsor my day on the bike.

My wife, Joan, is volunteering on the day of the ride and our children Eve and John will be participating in the "Junior Ride." I can't begin to explain what an amazing day this has become. It's such an inspirational event. I'm always moved by more than my legs.

Making a donation is simple and painless:

Using a credit card, you can make a direct contribution right now at My CT Challenge Donation Page (include your link here). Once there, you can also print out a form if you'd rather mail a check. With either method, you'll receive an acknowledgement for tax purposes.

Whether or not your life has been touched by cancer, your sponsorship will mean a great deal to those living with cancer and their families. A little help from you will go a long way.

In preparation for my 50-mile ride, I'm perfecting my Phil Liggett impression while watching the Tour de France, as well as screening Breaking Away for the 83rd time.

Thanks for riding with me. Now, "Go, you Cutter, go!"

-- Tim

P.S. Check with your company's human resources department to see if they will match

your charitable donation.

P.P.S. Visit the Connecticut Challenge website and get a closer look at the impact of your donation. While you're there, you can also sign up to join me for the 50-mile trek!