

Sample Email

The following is a sample email which can be customized and sent to your friends, family, and co-workers to help raise attendance at our concert and to help you collect sponsorships from those who cannot attend. Be sure to customize the items in <red>.

Dear friends and family,

Hope you are all well.

This coming October I will be performing in a worthy and fun event called "Sing to Cure MS," the Accelerated Cure Project Halloween Concert. This is the third in a series of classical music concerts organized yearly to raise money for the Accelerated Cure Project for Multiple Sclerosis, a nonprofit organization whose mission is to develop a cure for MS by determining its cause.

The concert will take place on Sunday, October 23 from 3 to 5 p.m. at the Pleasant Street Congregational Church, 75 Pleasant Street, Arlington, Massachusetts.

Local classical singers, from students and recent graduates of local conservatories to established professionals, are all joining the fight against MS by offering their talents in a concert to raise funds for the ACP.

The Halloween-appropriate theme is "MS and Other Scary Things," and we plan an afternoon of great ghost stories. Past concerts have included songs like Schubert's "Der Erlkonig" (about a child-snatching elf), a scene from Offenbach's opera *Les Contes D'Hoffmann* (a violin-playing doctor inspires his patient to sing herself to death), and the ultimate "shaggy dog story" from Weber's *Der Freischütz* (those glowing eyes! -- those clanking chains!). We may hear about the Lorelei who lures sailors to destruction - or listen as a crowd burns a witch to death. As for me, I plan to sing <song>.

Come, dressed in Halloween costumes if you'd like, and see what spooky delights we have in store this year!

Please see www.acceleratedcure.org for details about the organization and for details about how to purchase tickets.

If you are unable to attend but would like to support the cause, you can sponsor me by pledging a gift of \$20, \$30, 50, \$75, \$100... whatever you can afford will be greatly appreciated.

My goal is to personally raise <\$amount> in sponsorship and to raise awareness and support for the Accelerated Cure Project while doing so.

Just drop me a note if you're interested. I will collect your contribution the next time I see you or you can mail it to me at: <insert your address here>. You'll be helping a great cause. Checks should be made payable to Boston Cure Project.

I hope you will join me in this worthwhile effort. For those of you who are not familiar with this terrible disease, MS (Multiple Sclerosis) is a chronic neuro-degenerative disorder of the central nervous system affecting over 400,000 people in the US and 2 million individuals worldwide. MS often results in severe disability including the inability to walk, blindness, cognitive dysfunction, bladder and bowel problems, incapacitating fatigue and other serious effects.

Again, any support you can provide will be greatly appreciated.

Thanks,

<Your name>