**FUNDRAISING EMAIL TEMPLATE**

Family and friends,

Cycle for Survival - the movement to beat rare cancers - is a cause that's near and dear to me. I'm riding on **INSERT DATE**  at **INSERT LOCATION**, and I need your help to meet my fundraising goal.

**100% of every dollar you give will fund pioneering rare cancer research led by Memorial Sloan Kettering Cancer Center (MSK) – and we’ve raised over $180 million to date!**

*Approximately half of all people fighting cancer are fighting a rare cancer*. Rare cancers are more familiar than most realize: these diseases include all pediatric cancers, leukemia, lymphoma, thyroid, ovarian, brain and pancreatic cancers, among hundreds of others. However, because these cancers are considered "rare," research is often vastly underfunded, causing patients to have limited or no treatment options.

That's why I need your help: rare cancer patients deserve more hope, and more effective treatment options - and fast.

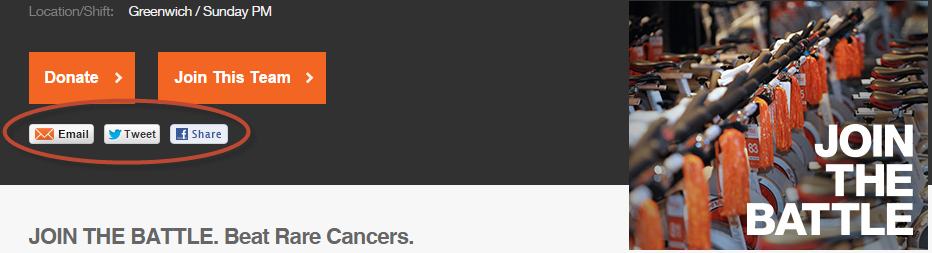
Though we can't all be doctors or researchers, we can arm them with the resources they need to combat these diseases. Please visit my fundraising page through the link below to make a fully tax-deductible donation and help make that happen.

With your help, we're making real progress, and together, we'll win this fight. Thank you so much in advance for your support!

JOIN THE BATTLE.  
[INSERT YOUR NAME]

[INSERT LINK TO YOUR CYCLE FOR SURVIVAL PAGE]

**FUNDRAISING SOCIAL MEDIA TEMPLATES**

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Friends and family, will you help me reach my goal? 100% of your donation (yes, every dollar!) will fund pioneering rare cancer research led by Memorial Sloan Kettering to benefit patients and their families worldwide. Thanks in advance for your support! [INSERT LINK TO YOUR CYCLE FOR SURVIVAL PAGE]

Thank you [TAG PEOPLE WHO GAVE] for supporting my Cycle for Survival ride! I'm now less than [$AMOUNT] away from my fundraising goal -- and only [NUMBER] days to go before the event at @Equinox [INSERT LINK TO YOUR CYCLE FOR SURVIVAL PAGE]

@CycleforSurvival is important to me because [INSERT REASON] + [INSERT LINK TO YOUR CYCLE FOR SURVIVAL PAGE]