Sample Email 2

Because not everyone is directly impacted by HIV/AIDS, but we care for those who are.

Hello friends,

On April 30 I will be participating in a special event that brings together a diverse and passionate community to help change the lives of those affected by HIV and AIDS. We all ride for different reasons, but we come together like the spokes of a wheel working together, riding for one cause: love.

I'm lucky. I don't have HIV or AIDS. I was born after the height of the AIDS epidemic that swept across our nation destroying a generation of beautiful men and women. I have friends and family that love and support me no matter what. For these and countless other reasons, I am beyond fortunate.

But not everyone is so lucky. Sometimes people have struggles that make living much more difficult. The loss of a job, mental health issues, or isolation from family can be hard enough on their own, but when you have a life-threatening disease these circumstances can prove tragic and deadly.

This is why I'm riding my bike 45 miles in the Hill Country Ride for AIDS...because I CAN. I ride because there are people living with HIV or AIDS who depend on the services of the HCRA's ten beneficiary agencies to live. I ride because they need our love and support just as you love and support me. I'm responsible for raising at least \$500. If you'd like to donate as I ride in the name of love, click this link.

This year's theme for the HCRA is LoveSpoke. In celebration of those I love, I speak your name. Thank you for loving and supporting me!

Thank you, John

