

Sample Email 1

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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.

Some of you may not know this, but this cause is deeply important to me. In 1994, I lost my first love, Steven, to AIDS. This was a time of deep sadness for me. I was alone in my grief and lost deep in fear. Fear of the unknown. Fear of getting sick. Fear of being alone after finding a love I'd never known.

I was lucky. I didn't get sick. I didn't stay lonely or alone. I found a community that showed me we are all greater than this disease. We are greater than the fear it tended to breed. We are all one. I'm still the lucky one.

This is why I ride. Because not everyone is so lucky. In the name of all those facing the real struggles of living with HIV today, in the name of those who love them, I ride. In the name of the one who brought me the love I'll never let go of -- Steven -- I ride.

I speak their names so they are not as alone as I once felt. I speak your name for loving and supporting me.

I'm responsible for raising at least \$500 for the Hill Country Ride for AIDS – a cause that provides essential funds for 10 local nonprofit AIDS services agencies in central Texas. I'll be riding my bike 45 miles through the hill country in the name of love. If you'd like to support me and this very important cause, please click on this link.

Thank you for your time, love, and support.

John

