

## INITIAL SOLICITATION EMAIL

Dear (INSERT NAME),

I'm writing to you because I'm helping kids with cancer, and I need your support.

Since 2010, JUST **TRYAN** IT has given \$1,000,000 to families in need. Helping a family manage their financial burdens has a direct impact on a child's wellness.

Here's how your donation can help:

- Your **\$1000 donation** will help pay a family's rent or mortgage.
- Your **\$500 donation** will help pay for a family's car insurance or needed repairs.
- Your **\$250 donation** will help pay for a family's heating or air conditioning bill.
- Your **\$100 donation** will help pay for groceries.
- Your **\$50 donation** will help pay for a babysitter for the healthy siblings at home.

Together, we can make a difference in someone's life today. Please make a donation to support me in my triathlon and to help kids with cancer. You can contribute by visiting my online fundraising page at (INSERT YOUR LINK) or by mailing a check with my name noted on it to:

JUST TRYAN IT  
PO Box 34589  
Bethesda, MD 20827

Thank you so much for your support!

(INSERT YOUR NAME)

PS: Does your employer have a matching program? Please consider asking for a match to your donation!

JUST **TRYAN** IT is recognized by the Internal Revenue Service as a 501(c)3 non-profit organization. Tax Id Number: 27-2059196.