

Casual Email

Please feel free to use as much as you like from this email. Make sure that you update your address, name, and personalize the letter with your own stories and reasons for participation. Don't forget to delete these instructions and the dotted line below.

Good luck with your fundraising!

I'm writing to tell you some exciting news and ask for your help.

This fall, I am participating in a 300 mile bike ride from Jerusalem to Eilat in the Arava Institute Hazon Israel Ride. I am looking forward to the challenge and thrilled to have the opportunity to show solidarity with Israel. I am riding to raise money for two important organizations, the Arava Institute for Environmental Studies and Hazon, both promoting environmental protection in Israel and the US.

Here is how you can help. As a participant in the ride, I am committed to raise at least \$3600. I am writing to ask for your support with a donation toward my ride. Any amount from \$36 to \$360 or more would be wonderful to receive. I hope you will consider giving a gift of at least \$100 – if 36 people support my ride at \$100, I'll easily make my goal, and perhaps even surpass it.

The primary beneficiary of the Israel Ride is the Arava Institute for Environmental Studies. The Institute is working to confront the serious environmental challenges in Israel, by creating a leadership cadre of environmentalists, through important research, and through public involvement. The Arava Institute draws students from across the Middle East, encouraging environmental cooperation between peoples, and working towards peace and sustainable development on a regional and global scale. To learn much more about the work of the Arava Institute, or about the environmental movement in Israel, check out <http://www.arava.org>.

The second beneficiary of the Israel Ride is Hazon, one of most innovative organizations in the American Jewish community and now the largest Jewish environmental organization in the United States. The word "Hazon" means vision, and works to create a healthier and more sustainable Jewish community and a healthier and more sustainable world for all. Through the Jewish Environmental Bike Rides, the Community-Supported Agriculture projects, the conference on Jews, Food & Contemporary Life, and other cutting edge programs, Hazon brings people together, builds community, promotes sustainability and vibrant Jewish life. You can learn more at www.hazon.org.

With your generosity and my pedaling, we can support Israel at this important time. You can donate by credit card by visiting my rider page at www.israelride.org or send me a check made out to "Arava Institute Hazon Israel Ride." My address is:

123 Mystreet
Anytown, MI, 98765

I will keep you posted on my training along the way and I am planning on sending regular e-mails from the road during the trip.

Thank you in advance for your support.

You name

Email address

Days (xxx) yyy-zzzz

Evening (aaa) bbb-cccc