

Formal 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!

In Fall 2010 I will undertake an amazing physical challenge in Israel, a five-day, 300 mile bike ride from Jerusalem to Eilat. I am very excited to be a participant in the Arava Institute Hazon Israel Ride.

While so much of what we hear about Israel in the news is negative, the Israel Ride raises money to support two organizations that are each doing incredibly positive work towards building peace and sustainable communities for future generations in the Middle East, and around the world. I am writing to tell you about their work and ask you to join me in supporting them by supporting my ride. Each rider is required to raise at least \$3,600 to participate, and I personally have set the goal of raising \$5,000 towards this important cause.

The majority of the money I raise will go to support the work of the Arava Institute for Environmental Studies, a renowned teaching and research facility located in the south of Israel. The Arava Institute brings Jewish, Christian and Muslim students and professors together to study desert ecology, formulate policy on sustainable development, and work toward preserving the delicate balance of nature in the region. Rather than simply 'talking about peace,' which is a huge challenge for people from all sides of the conflict, AIES students are talking about land, or air, or water—but most importantly, they are talking. By bringing students together to talk about the environment, the Arava Institute is in fact, helping to build bridges, understanding and cooperation in the Middle East, all while improving the environment in the region.

A smaller proportion of the funds go to Hazon (Hebrew for "vision")—a New York-based non-profit that is doing some of the most cutting-edge work in the Jewish community. Hazon uses outdoor and environmental programs to connect people across ages and denominations, reframing what it means to be Jewish in powerful ways. Hazon's programs include the Jewish Environmental Bike Rides, Hazon's CSA - Community-Supported Agriculture Program which enables the Jewish community to support local, sustainable agriculture, and an annual conference on Food and Contemporary Issues. All of Hazon's programs use the intersection of traditional Jewish learning and contemporary issues to bring people together, build community, and promote sustainability and vibrant Jewish life.

I hope you will consider making a donation to support me on my Ride to support peace and environmental security in Israel. If I can raise \$100 from 50 people, I will reach my goal of \$5,000. I would appreciate a donation of any amount you feel comfortable contributing.

You can donate online with a credit card at **** INSERT YOUR PERSONAL LINK ****. You may also mail a check made out to "Arava Institute Hazon Israel Ride" to me, at the address below. All donations are tax deductible.

123 Mystreet
Anytown, MI, 98765

Thank you in advance for your support.

Sincerely,
[your name]

P.S. You can go to www.israelride.org to see pictures of from the 2009 Israel Ride and learn more about the beneficiary organizations.