Dear NAME,

It’s hard to believe that it’s March already. Where does the time go?

NCAC is a remarkable event that is organized and produced by a group of dedicated volunteers. Over the years, it has become the premiere charitable event for HIV/AIDS service providers in Northern California, raising funds for our friends, family and loved ones affected by HIV/AIDS in the Greater Sacramento Valley and beyond. Between May 17th and May 20th, cyclists will ride 330 miles and I will proudly be there supporting them.

Participating in this event is a huge commitment. I am thankful to friends, both old and new, that have encouraged me to take the plunge and commit to the challenge. This will be my first year, so I have decided to participate on the crew team in a Support and Gear (SAG) role. The SAG crew is responsible for keeping track of the cyclists while they’re on the road, providing any and all support to assist them. The SAG crew also has chores to take care of in camp each night, so the days will be long! I am also very excited to begin working on acquiring the equipment and accessories to ride the event in May, 2013. I know that it will take more than just a good bike – it will take dedication and I am eager to begin!

With government budget cuts and increasing complacency about HIV/AIDS (especially among young people), it’s even more important than ever to continue to raise awareness and funds. I wish I could say that this ride will end the AIDS pandemic and that the dollars raised will find a cure. Unfortunately, I think hope of a cure or vaccine is years away. In the meantime, it is critical that we come together to demonstrate that the need still exists to educate people about HIV/AIDS and to raise money to care for those who struggle with the virus.

So today, I’m asking that you please consider supporting me in this incredibly important cause that provides people in the Greater Sacramento area with basic needs like housing, food and medication. And I’m asking that should you decide to support me, to please be painlessly generous. I must raise a minimum of $250 in order to participate in the ride, but I would like to do a lot better than this and know that I can with your help – I have set a goal of $2,000. With your help and support, I am confident that I can and will surpass this goal. Every dollar you give goes directly to worthy agencies working diligently to educate and care for people in desperate need.

I have included a sponsor form with this letter as well as a self addressed, stamped envelope to make giving as easy as possible. You can also contribute through my donation homepage, learn more about the ride and track the amount I have raised with your help at INSERT LINK.

I am also asking that you please join me in raising funds as a “hero” of mine. Please ask your family, friends and colleagues to support this effort – not for me or you, but for those in the Greater Sacramento community who need us to exhibit understanding and compassion. If you will join me as a “hero” please know that I will be grateful and you and your generosity will be with me every minute that I am out on the course.

As I end this appeal to help me help others, I send my thanks in advance for considering my request and for offering your support.