

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 175-350 mile bike ride from Jerusalem to Eilat in the 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 education and action 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 hopefully even surpass it.

The primary beneficiary of the Israel Ride is the Arava Institute for Environmental Studies. **The Arava Institute for Environmental Studies is one of the leading environmental academic and research institutions in the Middle East.** Its mission is to use the world's environmental resource challenges to build dialogue, cooperation, and trust among people and, in doing so, create a catalyst for peace. Located on Kibbutz Ketura in southern Israel, the Arava Institute is dedicated to training the next generation of environmental leaders—Israelis, Palestinians, Jordanians, and students from around the world. By studying cutting-edge approaches to water resource management, ecology, sustainable agriculture, and renewable energy, students and interns at the Arava Institute learn to collaborate around their shared environmental concerns. The Arava Institute is also home to five environmental research and development centers. Each center has its own transboundary environmental mission and applied-technology programs. Center researchers serve as the Arava Institute's core faculty in the academic program. See more at arava.org.

The second beneficiary of the Israel Ride is Hazon, which **works to create a healthier and more sustainable Jewish community, and a healthier and more sustainable world for all.** Hazon's motto is "the Torah is a commentary on the world, and the world is a commentary on the Torah," which reflects Hazon's determination to apply Jewish thought to some of the greatest challenges of our time—and Hazon's belief that the act of doing so is good not only for the world, but also for the renewal of Jewish life itself. Hazon was founded in 2000 in New York City, and has since grown to be the largest environmental organization in the American Jewish community. In 2013, Hazon merged with the Isabella Freedman Jewish Retreat Center, whose campus in Falls Village, CT has been added to Hazon's network of regional offices across the country. Hazon believes that engaging Jews in environmental education, action, and advocacy changes them, their families, their institutions, and the community as a whole. See more at 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 [INSERT PERSONAL URL HERE] or send me a check made out to "The Israel Ride." Make sure my name is in the memo. All donations are tax deductible.

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.

Your name _____ Email address _____ Days (xxx) yyy-zzzz Evenings (aaa) bbb-cccc