

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! -----

This Fall I will undertake an amazing physical challenge in Israel, a five-day, 175-300 mile bike ride from Jerusalem to Eilat. I am very excited to be a participant in the 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 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.

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 HERE]. You may also mail a check made out to "Israel Ride" to me, at the address below. Be sure to include my name in the memo. 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 israelride.org to learn more about the ride and its beneficiaries.