

INSTRUCTIONS FOR USING EMAIL TEMPLATES TO REACH YOUR SUPPORTERS

1. Choose the email template that best suits your purpose – one for inviting friends to join the ride and the other for requesting donations.
2. Personalize the template with the recipient's name and other relevant details.
3. Insert the number of km (for the invite email) and the link to your fundraising page (for the donation request email).
4. Share the email with friends, family, colleagues, or anyone you think might be interested in supporting ARBI's Cycle for Survivors Ride for ARBI fundraiser.
5. Feel free to modify the templates to add your unique touch and make the message more personal.
6. Spread the word by reaching out to your friends, family, and coworkers!

Thank you for being a part of this incredible initiative to support brain injury and stroke survivors in Alberta!

TEMPLATE 1: INVITE TO RIDE

Subject: Join me for an Unforgettable Cycling Experience!

On Saturday, September 27th, I am excited to be participating in the Cycle for Survivors : Ride for ARBI fundraiser. As a part of the Cycle for Survivors team, I'll be taking on a challenging [] km ride from Banff along the stunning Bow Valley Parkway to raise funds and awareness for brain injury and stroke rehabilitation.

If you're up for the challenge and want to make a difference, I invite you to ride alongside me in this memorable event! You can choose from three exciting routes. To register, simply follow this [link](#)!

[ARBI \(Association for the Rehabilitation of the Brain Injured\)](#) is a non-profit organization providing critical support and services to brain injury and stroke survivors in Alberta. This year, our collective goal is to raise \$150,000 to support those on their road to recovery. Your participation and contributions create a brighter future for those in need, and I genuinely appreciate your support.

Thank you for considering joining me on this journey.

TEMPLATE 2: REQUEST FOR DONATIONS

Subject: Support My Journey for Brain Injury & Stroke Rehabilitation!

I'm thrilled to be part of [Cycle for Survivors 2025](#), a meaningful cycling fundraiser dedicated to supporting brain injury and stroke survivors in Alberta. Every dollar I raise through this peer-to-peer fundraising campaign will directly benefit ARBI, helping brain injury and stroke survivors on the road to recovery.

[ARBI \(Association for the Rehabilitation of the Brain Injured\)](#) is a non-profit organization providing essential programs and services to support survivors in their recovery journey. Our goal for this year's

fundraiser is to raise \$150,000 to ensure more individuals can access the specialized care needed to reintegrate meaningfully into the community.

Please consider donating today by visiting my fundraising page [[insert your personal fundraising page link](#)]. Your kindness and generosity will create a brighter future for those in need, and I genuinely appreciate your support.

Thank you for being a part of this meaningful journey.