BvB Dallas - [Insert Team Name]

[Family/Friends/Colleagues]:

This year I did a crazy thing and signed up to play flag football to raise money and awareness for Alzheimer’s disease. I am doing so with BvB Dallas (bvbdallas.org), which is a young-professionals organization that hosts a powder-puff football game at the Cotton Bowl between two teams, Team Blonde and Team Brunette. I have set a goal for myself of $____. I currently am $_____ from reaching my gameday goal and would appreciate any help to get there!

We fundraise and practice over the course of 10 weeks. This year, our organization has a lofty goal of $700,000, and we are ____ away from hitting it. Any generosity is welcome. All donations go to local institutions here in Dallas that are making a difference in Alzheimer’s research. For example, our fundraising goes to Senior Source, local branches of the Alzheimer’s Association, and the Center for Brain Health.

Why you should donate: Alzheimer’s is the sixth leading cause of death in the United States and is the only cause of death in the top ten that cannot be prevented, cured, or slowed. Nearly two-thirds of Americans with Alzheimer’s disease are women, and one in three seniors dies with Alzheimer’s or another form of dementia.

The game is on August 11th at the Cotton Bowl! Every $25 donation gets you a ticket to the game and after-party. Even if you cannot come to the game, I would truly appreciate your support. We also encourage businesses to donate; if you know of a business that would be interested in ads or sponsorships, please let me know.

Much appreciated,

[insert crowdrise link]

[your name]