

## 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 11<sup>th</sup> 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]