



Sample for Email Writing Campaign

Dear **INSERT NAME**,

[Open with a personal anecdote - Anchor your letter in a small, personal moment that sets the stakes and grabs the reader's attention. Focus your first few lines on bringing readers into the experience of living with chordoma. See examples below.]

Chordoma is a rare but serious form of bone cancer that is slow-growing, yet aggressive. Because the tumors occupy some of the body's most valuable real estate — near the brain, spinal cord, nerves and vital arteries —it's extremely complicated to remove and typically comes with painful, life-altering side effects. This is a "one in a million" disease that affects people of all ages, commonly regrows and, for many, cannot be effectively treated. In fact most doctors, including many accomplished oncologists, have never seen it.

For me, this has meant **[insert a bit of information about your personal situation, or that of your friend/family member – multiple surgeries, relapses, or we've been lucky. Tell your story here.]**

Even though I have been fortunate compared to many others, I can tell you that chordoma is frightening. It makes you think about your health, your family, and everything you love that chordoma can take away from you. My experiences with chordoma has given me a different perspective on life. It makes me appreciate how precious life is and drives me to try and help find new solutions and support for everyone affected.

While the course of this disease can be unpredictable, one thing is for sure: more effective treatments, increased awareness in the medical community, and support for patients are needed to improve outcomes. The Chordoma Foundation is the only organization dedicated to supporting those affected by chordoma and finding a cure for this devastating cancer. Since its inception in 2007, the Foundation has accelerated the pace of chordoma research by providing researchers with the funding, materials and information they need to better understand and treat the disease, and served as a trusted guide for thousands of patients, families, and doctors navigating its realities.

I, and patients like me, owe an enormous debt of gratitude to the Chordoma Foundation for helping us find the best care, live as well as we possibly can, and maintain hope for a cure in our lifetimes. But they cannot do this important work without our support.

Will you please help advance chordoma research and patient care by making a gift of **\$XX**, or whatever you can, to the Chordoma Foundation today? A donation can be made online at **chordoma.org/donate** or a check can be sent to: PO Box 2127, Durham, NC 27701. To learn more about the Foundation, visit **chordoma.org** **(or insert personal online fundraising page URL)**.

Together, I know we can improve lives and find a cure!

Thank you,

(Personally Sign)