

Dear **INSERT NAME**,

I hope you are well! I'm reaching out to you to introduce you to a cause that has grown very important to me.

As you may know, I have been working to fundraise for New York Dance Marathon, a year-long student fundraising effort that culminates in a 12 hour dance marathon. The New York Dance Marathon (NYDM) benefits The Andrew McDonough B+ (Be Positive) Foundation, the largest provider of financial assistance to families of children battling cancer.

In addition to granting financial assistance to families, the foundation funds critical research to fight cancer. Since only 4% of all federal cancer funds are allocated to childhood cancer research, this money is crucial to finding more efficient medications. The B+ Foundation also partners kids battling cancer with student groups at local universities to form an "older brother/sister" relationship. We visit these kids through their treatment and host events for them throughout the year.

During my time at NYU, our community has welcomed many children, including Joshua, a full-of-life 9 year old who was never shy to say what he was thinking. Fortnite and soccer were among his favorite things, and he dreamed of growing up and becoming a part of the NYPD. Although not apparent through his bright smile and infectious energy, Joshua had spent more than half of his short life battling childhood cancer. Joshua died this past September 10 from a form of leukemia. Childhood cancer is cruel and unfair. Joshua deserved the chance to grow up. I'll never truly be able to understand childhood cancer and why it happens but what I know for sure is that we will continue to fight for the day every kid grows up! For Joshua, and for the 46 kids that will be diagnosed with cancer today.

I hope you will join me in the fight against childhood cancer. Every dollar of a donation goes towards helping families pay for necessary bills or medicine or fund research. A donation of any amount would be greatly appreciated by the entire NYDM community of students, kids, and families!

Here is the link to donate:

INSERT LINK

I thank you in advance for all you do to support me and the kids!

Kind regards,

INSERT NAME

Text Template:

Hi! Hope you are well! As you may know, I have been working to fundraise for New York Dance Marathon, a year-long student fundraising effort that culminates in a 12 hour dance marathon. The New York Dance Marathon (NYDM) benefits The Andrew McDonough B+ (Be Positive) Foundation, the largest provider of financial assistance to families of children battling cancer. This has become a very important cause to me during my time in college and it would mean so much to receive any kind of donation. Here is my donation link. ([insert link](#))