

Sample emails to support FAST research

You and your family are the most powerful reason why someone would contribute to FAST. Donors are motivated by a passion for a cause or compassion for people they have come to know. Be brave enough to share your experience with Angelman syndrome and the way it has affected your child.

Email is the most effective outreach tool, followed by social media. One in four emails from an individual result in a donation. Typically, only one out of 1,250 emails from an organization prompt a gift.

Here are some tips for writing a great fundraising email:

- Keep it short. Typically, it's best not to exceed one page.
- Make it personal.
- Include specific instructions on how to donate.
- Send your message in the body of the email. Some people won't open attachments, and many spam filters block them.

Sample email #1 – Submitted by Sharon

When Zach was diagnosed with [Angelman syndrome](#) (AS) about 12 years ago, we heard that a lot of things wouldn't be possible. That didn't stop him or us from taking on each challenge and overcoming many.

Since that time, [FAST](#), many dedicated [researchers](#), and others in the AS community have worked to develop treatments to reverse the devastating symptoms of AS. [FAST and the University of Pennsylvania are partnering to bring a gene therapy to people with AS](#) within the next 2-3 years. It's very promising – and expensive. The gene therapies and therapeutics under development right now will not only change the lives of almost 500,000 people with AS, but their families and caregivers, and they will likely provide a path to treat millions more with related disorders, including autism and Alzheimer's.

Want to make a real and lasting difference in millions of people's lives? Please join me by making a donation to support FAST's research team. Simply [click on this link to Zach's Impact page](#), or mail a check, made out to FAST, to me at the address below.

Sample email #2 – Submitted by Allyson Berendt

We are very excited to announce our campaign to raise \$2 million dollars for [FAST](#)'s Gene Therapy Program.

[Angelman syndrome](#) (AS) is a rare neurogenetic disorder, and **Quincy** is conquering the odds daily. A cure for Angelman syndrome is not only possible; it's **probable**. AS has been **cured in the mouse model** using several different approaches. We know exactly what causes AS, and it is random, but fixable. We know that despite its often devastating effects, it is a simple disorder involving only one gene. Gene therapy has cured many diseases to date, with Angelman syndrome being a premiere candidate for a cure.

FAST is the largest non-governmental funder of Angelman syndrome research and the only organization in the world that has a detailed [plan](#) and clear path towards a cure. FAST is setting a \$2 million community goal for this year. If we can meet this \$2 million goal, we can get those funds matched.

FAST is committed to bringing life-changing treatments to clinical trial within two years, but we need your help. We are asking everyone to join us in the **Cure Angelman Now** initiative because, together, we **CAN** do this. Our time is now, and every single dollar counts in getting us closer to our goal.

As many of you know Quincy is a 2.5-year-old beautiful little girl, and she battles the effects of Angelman syndrome every day. She is the most inspiring superstar you will ever meet, and she tries so hard to accomplish the smallest of things ... but she does it, and she never gives up. Determination and stamina is what she is all about to live the best life possible, with the odds stacked against her. We join her with our determination and stamina to give her, and all of her friends with AS, the life they all deserve. We WILL cure Angelman syndrome, and we need to do it NOW. Time is of the essence. Please help us in this mission. The cost to bring Gene Therapy to humans within the next 24 months is \$4 million dollars. We are doing everything we can to get there. Join us in this fight, and see miracles happen before your eyes. Visit [Quincy's Quest](#) to donate, and help us raise funds for **Cure Angelman NOW!**

With Love,

Allyson, Chick, Kai, Quincy and Piper

Sample email #3

I'm reaching out to you today because our son Paul has [Angelman syndrome](#) (AS), and we're inspired by the work being done by [FAST](#) (Foundation for Angelman Syndrome Therapeutics). Because of recent advancements in the understanding of AS, treatments for this disorder are not only possible, they are probable.

People with AS typically have balance issues, motor impairment and debilitating seizures. Some individuals never walk. Most do not speak. Despite its often devastating effects, Angelman syndrome is a simple disorder involving only one gene. FAST scientists have already cured AS in the lab using several different approaches. FAST is committed to bringing life-changing treatments for Angelman syndrome to clinical trial within two years – but we need your help.

FAST has brought together a multi-disciplined [team of more than two-dozen scientists](#) from top universities and pharmaceutical companies to join forces on a focused path to a cure. Their work will change life for people with Angelman syndrome and, potentially, related disorders like autism and Alzheimer's disease. FAST is the largest non-governmental funder of Angelman syndrome research and the only organization with a detailed [plan](#) towards a cure. FAST has set a \$2 million community goal for this year. If we can meet this \$2 million goal, we have an excellent chance of getting those funds matched, which means we will be able to start clinical trials sooner. Every dollar counts!

To make a donation, simply [click on this link to my fundraising page](#), and then [share my page](#) with friends and family members to spread the word.

Thank you in advance for your generosity. Your support means a lot!