



Dear (insert recipient name here),

My name is (insert event director name here) I am (insert a brief introduction of event directors association with recipient, who event director is, and how event director is associated with recipient)

(now tell your story, personalize it, be brutally straightforward with details of your challenges with Rett syndrome!)

Respectfully, and with a heavy heart I am writing to you this evening concerning my daughter Sara. You see, it was eight years ago that Sara was diagnosed with a devastating neurological disorder called Rett Syndrome.

In a nutshell, children with Rett Syndrome appear to develop normally for the first 6 to 18 months of life. Then suddenly between 18 months and 3 years these children begin to lose their ability to communicate and to use their hands for purposeful things. They lose interest in toys and in social interaction with others. They spend a lot of time wandering aimlessly or sitting with a vacant stare. They have difficulty chewing properly. Many girls with Rett Syndrome have seizures of some form. And when the girls get older, most develop scoliosis. They appear to be mentally retarded to some degree and many lose their ability to walk.

Sara began to develop normally. She had the ability to play with toys and speak certain words, she had "normal" abilities of infants her age. Near the age of 10 months Sara progressively started to lose certain skills. Words once learned like "mama" and "dada" could no longer be spoken. Her ability to pick up toys slowly regressed.

Sara is now 9 years old and cannot crawl, walk, or move about in any other manner. She cannot stand or sit without collapsing forward for any significant amount of time. She cannot feed herself or hold a bottle. She cannot talk. She cannot even play with toys. She requires extraordinary, individual and exclusive attention 24 hours a day, 7 days a week. She will require this level of care for the rest of her life, unless better therapies are developed or ultimately a cure is determined.

As you might well imagine, my wife and I were completely devastated by this diagnosis. We now realize that we have a difficult road ahead. We will have to watch our little Sara regress, and see hard-won skills slowly dissolve. We will continue to have large medical bills, and we will need to buy expensive equipment for Sara as her skills continue to deteriorate. Sara will require significant, ongoing therapy and care for the rest of her life. We may never observe Sara's first steps, as she will likely not have the ability to walk. However, we no longer have an impossible goal of trying to make her be "normal." We now have a much more manageable and realistic goal, and that is to help keep her functional, and to give her the best life possible.

Thankfully, hearing Sara's frequent giggle or seeing Sara's sparkling smile is enough to brighten even the saddest of days. The lost dream and pain remains, but there is also an acceptance, love and immense joy that comes with caring for a child like Sara. Sara is indeed a gift from God.

It is due to Sara's inspiration that my wife and I established an event called (insert event name here) in hopes of someday realizing our dream for a cure. Each year we put together an extraordinary golf tournament and elegant dinner affair to raise funds to help thrust research to put us closer within grasp of a cure and better therapies.

The affair is a rapidly growing event in the (insert your region here) area. (insert some exciting and fun details, and how your event is making a difference here

On (date of event), (insert venue name here) will be host to our 8th annual event.

(insert recipient name here), as awkward as the proposition of emailing you personally is, I've never been shy about asking for help. You see, my little girl Sara, and the thousands of girls across America like her need our help. On behalf of my Sara, I am asking for a contribution from (insert company name here) in the amount of (insert desired amount here), to partner with us as co-sponsor of our annual event and support our mission to help make the lives of all those living with Rett syndrome better.

I've attached a photo of my Sara, and the following link is a recent story about Sara, our family's struggle with Rett syndrome, and about a major breakthrough in science that our organization helped directly fund. We are making real and tangible progress, and a cure is within our reach. Will you please help us build upon our hope and success?

(insert news story / link here)

Thank you so much for your consideration. I warmly welcome your call or email with any questions.

Warmest regards,

(Event planner name and contact here)