



Sample Email Blast

Use the sample email text below to help create an email blast that you can send out to your network of friends and family. Feel free to personalize the email and showcase why this cause is important to you.

Dear Family and Friends,

Throughout May, PWS Awareness Month, the Ontario Prader-Willi Syndrome Association (OPWSA) is running the [***PWS Everyday Fundraising Campaign***](#) to raise funds for two key OPWSA initiatives: Crisis Support and PWS Week at Shadow Lake.

[To make your story more personal, you can insert something like the following here:
(As many of you know, my son has Prader-Willi Syndrome. It can make life challenging at times, but having the support of OPWSA and the amazing network of families has been such a blessing for our family. My son has attended the PWS Week at Shadow Lake Centre made possible by OPWSA. It was a week away with 35 of his friends (all with PWS), and a much needed week of respite for us too! Your support allows OPWSA to continue to run this program as well as many others that help support families living with PWS.)

(As you know, supporting individuals with Prader-Willi Syndrome (PWS) is a cause that is near and dear to my heart. PWS is a rare, complex, and potentially life-threatening genetic disorder. PWS affects a person's appetite, growth, metabolism, cognitive function, and behaviour. The hallmark characteristics of PWS are chronic feelings of insatiable hunger and a slowed metabolism that can lead to excessive eating and life-threatening obesity.)

OPWSA's mission is to enhance the quality of life of individuals with PWS, and assist their families, as well as the professionals who support them. OPWSA serves families and caregivers throughout their PWS journey, including diagnosis, early intervention, school, transitions to adulthood, residential options, and aging. OPWSA provides crisis support,

advice, resources, and information, as well as training for caregivers, service providers, educators and other professionals. OPWSA hosts events such as conferences, family gatherings, awareness campaigns, and a camp week for adults with PWS. The association also provides access to free fridge locks, and adaptive equipment such as trikes and walkers.

To continue to offer valuable services, programs and resources to individuals with PWS, their families and the professionals who support them, OPWSA **needs your help!**

Funds raised during the *[PWS Everyday Fundraising Campaign](#)* will be directed to covering the costs of staffing to respond to the needs of the PWS community, and towards the administrative costs of offering PWS Week at Shadow Lake.

The success of our fundraising efforts is dependent on the invaluable support of people like you! To donate, visit: <https://www.canadahelps.org/en/dn/100801>

Thank you for your support!