



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, Prader-Willi Syndrome (PWS) Awareness Month, the Ontario Prader-Willi Syndrome Association (OPWSA) is running the [**PWS Everyday Fundraising Campaign**](#).

Thanks to your incredible support, last year's inaugural campaign raised **\$11,000** for OPWSA. These funds made a real impact—helping us provide critical **Family Support programs** and making **PWS Week at Shadow Lake Centre Camp** an unforgettable experience for so many adults with PWS.

*[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 supports families and caregivers through every stage of the PWS journey—from diagnosis and early intervention to adulthood, residential living, 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.

Every dollar you give goes directly toward programs and services that support individuals with PWS and their families. With your donation, we can continue to build a stronger community—and bring essential support and resources to those who need them most.

Help me make this year's campaign even bigger. Our goal is to raise \$15,000 towards these critical programs!

Together, we can change lives. To donate, visit:

<https://www.canadahelps.org/en/dn/131512>

Thank you for your support!