**Lap-a-thon Templates**

**1st Email: Supporting my Lap-a-thon for Team Tisch MS**

Dear Family,

As we have discussed, there is currently no FDA-approved drug to help manage primary progressive multiple sclerosis. However, stem cell research treatment holds promise to arrest and even potentially rehabilitate damage from the disease.

While I had to hang up my tennis racket, I can still swim like a mermaid. That’s given me the idea to stage a lap-a-thon, raising funds for stem cell research. Here’s how it will work:

* I’m going to swim my heart out. (Translation: I will swim 25 minutes, and if I’m having a banner day, 30 minutes max.)
* I would ask you to consider contributing $3/minute but would be grateful for whatever amount you are comfortable giving.
* My goal is to do this within the next week and report back on the minutes clocked by the swim club lifeguard.
* If you wish to sponsor me, you can go to **insert your fundraising platform here**. Alternatively, if you prefer, you can send a check to the Tisch Multiple Sclerosis Research Center of New York, 521 West 57th Street, 4th floor, NY NY 10019, noting my name and the TTMS designation.

I’ll send out a follow up note summarizing lap-a-thon results but want to express thanks in advance for any support you can provide.

**2nd Email: Progress-to-date**

Dear Family,

While I had hoped to better my trial “swim” of 26 minutes, an ill-timed nasty sinus infection has nixed that plan. I will have to call this earlier achievement my official result.

Thank you so much to those who already made a contribution even in advance of my event. For anyone else who still wishes to donate, here is the information.

* Please consider contributing $3/minute but I would be grateful for whatever amount you are comfortable giving.
* If you wish to sponsor me, you can go to **insert your fundraising platform here**. Alternatively, if you prefer, you can send a check to the Tisch Multiple Sclerosis Research Center of New York, 521 West 57th Street, 4th floor, NY NY 10019, noting my name and the TTMS designation.

**3rd Email: Final Call**

Dear Family,

I swam a second lap-a-thon once I snuffed out the sinus infection. I ended up swimming my heart out and achieved a personal best time of 30 minutes.

Many of you have already contributed even in advance of my event (thank you!) but for those who would still like to contribute based on either lap-a-thon result (26 or 30 minutes), here is the information:

* Please consider contributing $3/minute but I would be grateful for whatever amount you are comfortable giving.
* If you wish to sponsor me, you can go to **insert your fundraising platform here**. Alternatively, if you prefer, you can send a check to the Tisch Multiple Sclerosis Research Center of New York, 521 West 57th Street, 4th floor, NY NY 10019, noting my name and the TTMS designation.

I cannot thank you enough for supporting me in this quest.

**4th Email: Final Lap-a-thon Results**

Dear Family,

When I set out to conduct a lap-a-thon to raise funds for stem cell treatment, I didn’t have a clue how this would go. To my utter amazement, family, friends, and colleagues have contributed over $16,000. The clear majority of these funds were $100 contributions roughly matching my goal of $3/minute for a 25-30 minute swim.

My doctor at the International Multiple Management Practice has expressed how meaningful these funds are for helping to form the next stem cell trial that I hope to be a part of.

I wanted to express my profound thanks to all who have contributed. For those that who still may wish to do so, here is the information.

* If you wish to sponsor me, you can go to **insert your fundraising platform here**. Alternatively, if you prefer, you can send a check to the Tisch Multiple Sclerosis Research Center of New York, 521 West 57th Street, 4th floor, NY NY 10019, noting my name and the TTMS designation.