

SAMPLE EMAIL (ORGANIZATION)

Dear Colleagues & Friends:

We're pleased to share our support for the *Fight Cancer: Yes on 6* campaign.

On November 5, Texas voters will have the opportunity to renew funding for the Cancer Prevention and Research Institute of Texas (CPRIT), allowing the agency to continue its groundbreaking cancer research and prevention programs for another decade.

Since its inception in 2007, CPRIT's work has led to an 8% decrease in the state's cancer mortality rates, saving more than 10,500 lives. CPRIT has funded more than 5.7 million prevention services for Texans in all 254 counties, which led to the detection of over 3,600 cancers and identification of over 17,000 pre-cancers — making our state a world-renowned destination for cancer research and prevention.

CPRIT provides cancer prevention and treatment services to thousands of Texans – but the future of this lifesaving program is at stake. We hope you'll join us in the fight for CPRIT's future. Find out how you can get involved today at **TexansFightingCancer.org**.

SAMPLE EMAIL (PERSONAL)

Dear Colleagues & Friends:

As you may be aware, **[insert personal cancer story]**. Because of this, I'm proud to share my support for the *Fight Cancer: Yes on 6* campaign. I hope you'll consider joining me in this noble fight.

On November 5, Texas voters will have the opportunity to renew funding for the Cancer Prevention and Research Institute of Texas (CPRIT), allowing the agency to continue its groundbreaking cancer research and prevention programs for another decade.

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Ready to join me in the fight for CPRIT's future? Get involved today at **TexansFightingCancer.org**.

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SAMPLE E-NEWSLETTER COPY (BLURB)

We're proud to share our support for the *Fight Cancer: Yes on 6* campaign. The Cancer Prevention and Research Institute of Texas (CPRIT) has saved more than 10,500 lives and transformed Texas into a world-renowned destination for cancer research and prevention – but the future of this lifesaving program is at stake! Join the fight for CPRIT's future at **TexansFightingCancer.org**.

SAMPLE E-NEWSLETTER COPY (LONG-FORM)

At **[insert organization name]**, we are unfortunately all too familiar with the uphill battle that follows a cancer diagnosis. **[Insert personal story here.]** This experience dramatically impacted all of our lives, but our triumph over sorrow motivates us to grow together beyond the problems we face. That's why we are proud to share our support for the *Fight Cancer: Yes on 6* campaign.

On November 5, Texas voters will have the opportunity to renew funding for the Cancer Prevention and Research Institute of Texas (CPRIT), allowing the agency to continue its groundbreaking cancer research and prevention programs for another decade.

Since its inception in 2007, CPRIT has made Texas a world-renowned destination for cancer research and prevention in so many ways:

- The state's cancer mortality rate decreased by 8% from 2011 to 2016, which equals more than 10,500 Texans' lives saved;
- CPRIT has funded more than 5.7 million prevention services for Texans in all 254 counties, which led to the detection of over 3,600 cancers and identification of over 17,000 pre-cancers;
- The agency's presence led the National Cancer Institute to recognize three Texas institutions as comprehensive cancer centers: the UT MD Anderson Cancer Center, Baylor College of Medicine, and UT Southwestern;
- The agency helped recruit 2018 Nobel Prize winner Dr. Jim Allison, a CPRIT scholar awarded for his groundbreaking work in immunotherapy; and
- CPRIT has become a powerful economic engine, creating more than 110,000 jobs and generating an annual impact of \$12.4 billion.

CPRIT provides cancer prevention and treatment services to thousands of Texans – but the future of this lifesaving program is at stake.

We hope you'll join us in the fight for CPRIT's future. Find out how you can get involved today at **TexansFightingCancer.org**.