Audience: All bridge players in your email list

Subject: Make the extra play for The Longest Day!

Timeline: 4-6 weeks before your event

Dear fellow bridge players,

The Longest Day®, an annual Alzheimer’s Association® fundraising event, is the perfect opportunity to share your passion for bridge with the community while raising awareness of Alzheimer’s disease.

**Spread the word**

Please share the attached PDF [ATTACH EVENT FLYER] with your friends and family who may be interested in participating. Print it out and pass it along or forward this email with the attachment.

**Join our virtual team**

We are working to raise funds that help fuel the care, support and research efforts of the Alzheimer’s Association. To join us, visit [LINK TO TEAM PAGE] and click “Join our Team.” Once registered, you can help us reach our fundraising goal by asking for donations along with us. Registration for ACBL members is FREE. Simply use the code “ACBL” to waive the charges.

**Donate to fight Alzheimer’s**

If you can’t participate on The Longest Day, will you consider visiting the link above to make a donation to our club’s fundraising team? Our goal is to raise [FUNDRAISING GOAL], and every dollar counts!

Thanks for your support!

[NAME]

***If you’re interested in helping or volunteering on The Longest Day, contact [CONTACT NAME/NUMBER/EMAIL]***