

2026 EMAIL TEMPLATES

Recruitment Ask | Team Captain

Subject line: Ride with me to beat rare cancers

I've started a team with Cycle for Survival, the official rare cancer fundraiser of Memorial Sloan Kettering Cancer Center (MSK), and I'd love for you to join me! Together, we'll take turns riding stationary bikes during an unforgettable and inspiring event.

[Insert Your Event's Date, Shift Time, and Location]

How to register:

1. Click the link below to go to my team page.
2. On the team page, click "Join our team."
3. If applicable, enter our case-sensitive team password: [Insert Your Team Password]
4. Follow the prompts to complete your registration.

Cycle for Survival is an unforgettable event filled with energy, hope, and inspiration. The Equinox club transforms into a vibrant ride space where survivors, caregivers, and MSK researchers share powerful stories, fueling every pedal stroke. All fitness levels are welcome, and you don't need cycling experience or an Equinox membership to participate — you only need a desire to make an impact!

You'll enjoy great music, team bonding, plenty of photo ops, and full access to locker rooms and showers. Water and snacks are provided. [Get a true feel for the experience by watching this quick video.](#)

About 1 in 2 people with cancer have a rare cancer, but rare cancer research remains significantly underfunded. With Cycle for Survival, **100% of every dollar we raise goes directly to advancing rare cancer research at MSK**, which means that your participation could help discover the next breakthrough treatment.

Let me know if you have any questions. Thanks!

[\[Link to team page\]](#)

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First Donation Ask

Subject line: Help me beat rare cancers: Will you support my ride?

On [\[Insert Your Event's Date\]](#), I'll be riding with Cycle for Survival, the official rare cancer fundraiser of Memorial Sloan Kettering Cancer Center (MSK).

I'd be so grateful for your support in helping me reach my fundraising goal. Here's why your donation will make a difference:

50% of people with cancer have a rare cancer: Rare cancers include brain, ovarian, pancreatic, rectal, and thyroid cancers; melanoma; sarcomas; leukemia and lymphomas; and all pediatric cancers, among many other types. Yet, rare cancer research is significantly underfunded, leaving many people without viable treatment options.

100% of your donation supports research: Every dollar you give will go directly into MSK labs, where researchers have expertise in more than 400 types of cancer.

Real impact for patients everywhere: Cycle for Survival has supported the development or testing of at least six FDA-approved treatments for people with rare cancers. This community also has helped lead the way to state-of-the-art DNA sequencing and numerous lifesaving clinical trials, including one in which every patient saw their cancer completely disappear without surgery — a one-in-a-million outcome!

You can donate to my page by clicking the link below. Thank you so much for supporting me!

Give now [\[link to your donation page\]](#)



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Second Donation Ask

Subject line: Will you help me raise money for rare cancer research?

I'm following up to ask if you'll support my Cycle for Survival ride. Gifts of any size make an impact because **every dollar that you donate will go directly to new studies and lifesaving clinical trials at Memorial Sloan Kettering Cancer Center (MSK), a world leader in cancer research, education, and care.**

Cycle for Survival empowers MSK researchers to push the boundaries of science and pursue more effective therapeutic strategies, like using the immune system to fight cancer cells. Funding from Cycle for Survival helps get innovative research ideas off the ground so that breakthroughs can reach patients more quickly.

Your tax-deductible donation will fuel progress at MSK, helping people with rare cancers get the treatments they desperately need.

Thank you for your consideration of support. Together, we will beat rare cancers.

Give now [\[link to your donation page\]](#)

2026 EMAIL TEMPLATES

Reminder Donation Ask

Subject line: A quick ask for your support

As you know, I'm raising money for rare cancer research at Memorial Sloan Kettering Cancer Center (MSK) with Cycle for Survival. I can't wait for my ride on [\[Insert Your Event's Date\]](#), and your support will help me reach my fundraising goal before then.

At MSK, clinicians and scientists work side by side to turn lab discoveries into life-changing treatments fast. Their collaboration has led to groundbreaking innovations like:

- [Cancer vaccines](#) that can train a patient's own immune system to recognize and attack cancer cells.
- [MSK-IMPACT®](#), a diagnostic tool that analyzes 505 genes in a tumor so that doctors can match patients with the most effective treatment.
- [MSK-ACCESS®](#), a less invasive blood test that can detect cancer cells — replacing a traditional biopsy.
- [OncoKB®](#), a first-of-its-kind, FDA-recognized tumor mutation database accessible to clinicians and researchers around the world.

No matter how much you give, you'll make an impact because **100% of every dollar you donate will go directly to rare cancer research at MSK.**

Thank you for joining me in the movement to beat rare cancers!

Give now [\[link to your donation page\]](#)