***Advocacy Campaign: Intro E-Mail***

Dear [insert name] or Hello [insert name],

I hope this message finds you and yours well.

I’m not sure if you are aware, I am a volunteer on the Advocacy Campaign Committee of Spinal Cord Injury Ontario (SCIO). I am incredibly proud to be involved with this organization. They have been working tirelessly for 75 years to deliver and champion excellence in service, support, and advocacy for and with people with spinal cord injury. So many advances have been made, yet still Canadians with disabilities fall through many gaps in the healthcare and social assistance systems – their basic human rights to live as full citizens with safety, dignity and independence are being neglected and violated.

* People suffer physically, mentally, and emotionally from a lack of access to medical supplies, assistive devices, and basic healthcare needs.
* Inadequate funding programs for basic equipment result in barriers to daily activities, health complications often leading to avoidable hospitalizations as well as strong feelings of isolation that impact mental health and well-being.
* Basic accessibility to public spaces is still limited, resulting in exclusion and a lack of participation in social activities that help people thrive.

The answer to these problems is systemic change – we need to influence the will of our political leaders and policy makers. I am asking for your help to bring the needs of people with spinal cord injury and other physical disabilities to the political forefront. Let’s convince the government that they have the responsibility to close these gaps and bring equity and inclusion to disabled Canadians.

At SCIO, we have an assertive goal to raise $100,000 by March 31st, 2022. I am asking you to help us meet this goal and address these problems now. Your donation will enable SCIO to build a team of 500 experts and volunteers over the next three years to advocate for tangible, viable, meaningful solutions to the problems facing people with spinal cord injury. These solutions will benefit the greater disability community and will have a positive impact on the provincial health care system by preventing hospitalizations. Perhaps most importantly, these solutions will enable fuller inclusion in society for people with disabilities.

To support this vital work, we will need to develop solid communications infrastructure and provide organizational leadership and direction. To build our advocacy capacity we will need your help to fund:

* Recruitment and training materials
* Website development and ongoing content maintenance
* Continuous content development and management of social media and traditional communications channels
* Staff – recruiters, trainers, volunteer management, communications professionals, and advocacy leadership.

I am inviting you to join us in this quest to improve the lives of Canadians with physical disabilities. I respectfully ask you to consider a gift of [$5000 or $10,000]. This gift will have great impact on a person living with the daily challenges of a spinal cord injury.

Giving is simple. Click on the link to our Advocacy Campaign [donation page here](https://secure3.convio.net/cpao/site/Donation2;jsessionid=00000000.app30057a?df_id=3722&3722.donation=form1&mfc_pref=T&NONCE_TOKEN=A976495F12D221A7214D9B7D1FB21D58). Be proud of the part that you are playing.

If you want to learn more about the importance and impact of SCIO’s work, check out these powerful stories:

* [It Takes a Village to Save a Life](https://community.sciontario.org/it-takes-a-village-to-save-a-life/)
* [Lifting his Spirits](https://sciontario.org/lifting-his-spirits/)
* [Pee4Free - The High Cost of Catheters](https://vimeo.com/305775718)

I would be delighted to talk to you about the campaign and about SCIO; please don’t hesitate to reach out.

Thank you for your consideration.

Yours,

[Insert name & signature file for contact information]