

Dear **(insert name)**

I am / We **(insert Fundraising Group name)** are holding a Fundraising event for The Multiple System Atrophy Trust (the MSA) and will be held on **(insert date)** and we hope to raise over **(insert amount)**.

MSA is an indiscriminate neurodegenerative disease without known cause or cure. It affects the body's autonomic functions, such as speech, movement, balance and blood pressure control.

We are writing to you today to ask if you **(insert company name,)** would be interested in Match donations.

[Personal connection – please edit]

I'm particularly passionate about supporting the MSA Trust because:

→ How you are connected to MSA (e.g. a family member, friend, colleague, personal experience, or why the cause resonates with you)

→ Briefly describe how MSA has affected you or someone you care about

Through your matched donations, you would not be only positively benefiting the MSA Trust, but would also be boosting staff and company morale, improving your company image, and meeting objectives within CSR policies.

Additionally, it is stated on charitiestrust.org that, 84% are more likely to give if match funded, 1 in 3 donate more when match funded, and on average matched donations are 250% higher; thus, further positively impacting my cause and the MSA Trust.

With MSA having no cure; and having directly affected me and my family, this is a cause I feel strongly about, and I know match donating, will positively benefit both MSA and **(company name.)**

Thank you very much for taking the time to consider this. I'd be grateful to hear if this is something **[Company Name]** might be open to exploring.

Kind regards,

[Your Name]

[Your Job Title / Department – optional]