

HOLIDAY HEROES 2023

creatineinfo.org/holiday-heroes



Donor Outreach Template

If you have supporters you would like to contact through email or a letter, you can use the example below for your message. Feel free to copy and paste.

Dear [Name],

Did you know **some people can't produce creatine?** And others can make it, but **can't use it?** It's likely you've seen creatine in sports drinks and heard of bodybuilders taking it to gain an edge. It turns out that creatine is critical for brain development and some people with intellectual disabilities are simply lacking creatine.

Creatine is what **NAME** is lacking because of **SPECIFIC CCDS**, and this holiday season our family is stepping up to change the future for children like **HIM/HER**.

The Association for Creatine Deficiencies (ACD) is working towards changing the future for people affected by a Cerebral Creatine Deficiency Syndrome (CCDS). In 2022, ACD raised over \$250,000 for research projects and launched the **first ever Creatine Deficiency Research Center** at the University of Utah in 2023. Research progress for these rare disorders can mean treatments and earlier diagnoses for CCDS patients like **NAME**. A life-changer for our family.

ACD's goal is to raise \$350,000 during this holiday season to fund the second year of the CCDS Research Center and start 3 new Young Investigator Fellowships and more promising research focused on finding treatments. Our family has committed to raise \$X,XXX of this. Will you help?

ACD runs lean and is already funded to operate through the next 24 months. That means they can dedicate **100% of what our family raises towards CCDS Research.**

Learn more about our family's story on our **fundraiser page (link to custom URL)** and make a donation while you're at it.

****Please share our story and our fundraiser on social media. It will help us reach our goal and make more people aware of creatine deficiencies and their potential to cause developmental delays.**

Happy Holidays,
The **NAME** Family

HOLIDAY HEROES 2023

creatineinfo.org/holiday-heroes



Donor Thank You Template

Dear **NAME**,

Thank you for donating to our 2023 Holiday Heroes fundraiser to support Cerebral Creatine Deficiency Syndromes (CCDS) research. Our family set a personal goal of raising **\$X,XXX** of the needed \$350,000 and we're at **\$X,XXX** so far.

Thank you again for being a part of this important fundraising effort and for sharing our story on social media. We won't stop until we've changed the future of CCDS and we're so grateful for your support on this journey.

Have a wonderful holiday season,

The **NAME** Family