



Name
Address
Address

Date

Dear Name,

In your professional as well as your personal life, you spend your time helping others live their lives to the fullest. But what can you do for the 32,000 people that, instead of living, *take* their lives each year?

My name is Rebecca McKinnon. *I'm a simple full-time college student at the University of North Florida*—not an employee or freelance writer hired by a large fundraising corporation—just a young community member who's lost two loved ones to suicide. In 2005, my best friend shot herself, and this year, my uncle did the same. I'm contacting you, one of Jacksonville's helpers, to ask you to help me bring suicide out of the darkness.

I will walk Jacksonville Beach's shoreline along with my team "Students Spreading Hope" at the Out of the Darkness community walk this Saturday, November 13, 2010. **Before Nov. 13**, we hope to raise \$1,000 or more for the American Foundation for Suicide Prevention. This amazing group helps those at risk as well as those in healing.

So far we've raised \$150, with most of it donated by nearly broke college students. I challenge you to donate **\$100** or more **before Nov. 13**. If your wallet's as thin as ours, I challenge you to donate **\$25** (the cost of movie tickets and popcorn) or more **before Nov. 13**. Donate online by visiting the following webpage, clicking on the "Support Me" link in the upper right hand corner, and entering your Visa, Mastercard, Discover, or American Express card information. Unless you feel more comfortable donating anonymously, please leave your name along with your donation so I can thank you personally after the walk proves itself a success!

afsp.donordrive.com/participant/studentsspreadinghope

IF YOU SIMPLY CAN'T DONATE, *hand this letter to a colleague, family member, or friend.*

We aim to spread hope. We aim to break away from the idle and apathetic stereotypes of our generation. Please don't stop the wildfire. With your help, we'll ignite change. We might even save a life. *If you can't donate before Nov. 13*, it's okay! Our donation webpage will remain open until December 31, 2010.

Sincerely yours,

Rebecca McKinnon

PS - *Prevent suicide by refusing to live in passive silence. Your donation will support at-reach programs for nearly 40 million people who suffer from depression. It will also support counseling services for the families and friends suicide victims leave behind.*