

Dear [FRIEND]

I have made a terrible mistake!

I registered for The Chocolate Block Challenge but unfortunately, it's not as fun as it sounds! By accepting The Chocolate Block Challenge I have agreed to give up chocolate for the month of March!

I'm sure you're wondering how I could've possibly agreed to something as cruel as chocolate abstinence but once I found out about the 41,630 Western Australians living with dementia, giving up chocolate didn't sound too hard... or so I thought!

For a short time in March I will last only on my memories of chocolate to raise funds for people living with dementia and their carers. All funds that I raise will be donated to Alzheimer's WA to support people living with dementia in Western Australia.

Please let my sacrifice be worthwhile and donate whatever you can through my fundraising page [INSERT MYCAUSE URL LINK].

The more people that know about this, the greater good I will do for people living with dementia, so please also spread the word by sharing my chocolate-madness with your family and friends.

I apologise in advance for my unpleasant behaviour during March. I am chocolate blocked and have no control over my emotions!

I greatly appreciate your support.

Kind Regards

[YOUR NAME]