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Envelope Teaser: How You Helped Make Research Progress in the Hallway

Dear Mr. Sample,

The conversation you fostered wasn't one you'd hear at a typical office water cooler.

It took place between two world-class diabetes researchers, Dr. Stephan Smith, an immunologist, and Dr. Robert Jones, a developmental biologist with expertise in beta cells, the cells that are attacked by the immune system in type one diabetes.

It started as a "Hey, how are things?" greeting as two busy men passed in the hallway at XYZ Diabetes Research Organization. But it quickly became, "Wait. Have you got a second? What do you know about ..."

And within minutes, these two brilliant scientists had come up with a new way to investigate the genetic basis of how and why the immune system attacks beta cells.

That collaboration by itself was unusual enough – and you played a role.

Thanks to your support, we have assembled the world's largest team of top-flight diabetes researchers, scientists, lab technicians, clinical doctors and other medical professionals. XYZ Diabetes Research Organization is THE place to do diabetes research.

And that means that the labs of two people like Dr. Smith and Dr. Jones are just down the hall from each other. Nowhere else on earth will you find this concentration of resources and talent working to make progress on diabetes.

We are at a pivotal point in the quest for a cure for diabetes. Your generosity makes XYZ Diabetes Research Organization possible and I urge you to continue your support by sending a donation today of \$xx, \$xx or even \$xx today to foster collaborative research to help people with diabetes.

The most striking part of this story is what happened after Dr. Smith and Dr. Jones is bumped into each other in the XYZ Diabetes Research Organization hallway.

What came next is where your donations really make a difference.

You see, that conversation in the hallway led to a plan to try a new avenue of research. At most research institutions, a new idea triggers elaborate proposals, applications for funding, months and months of waiting ...

Meanwhile, you and I know people with diabetes who suffer every day.

Thanks to your support, at Joslin we are able to encourage collaboration and quick teamwork

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when breakthrough ideas arise. Within weeks, Dr. Smith and Dr. Jones had set up a new program to search for protective mutations that could protect beta cells from immune system attack.

Amazingly, Dr. Smith and Dr. Jones found a dozen!

Now they are digging in deeper, trying to figure out how these gene variants protect beta cells. This has the potential to dramatically improve treatments where beta cells are implanted to restore insulin production.

I'm not exaggerating when I say that at many institutions, Dr. Smith and Dr. Jones would still be waiting for project approval.

This is why Joslin is the world's leading source of hope for people with diabetes. This is how your generosity will change the lives of 30 million Americans and 420 million people with diabetes worldwide.

Your support makes it possible for our researchers and doctors to quickly investigate new ideas and move them from the hallway, to the laboratory, and then to the clinic.

Diabetes is a complex disease. Finding a cure is going to require progress in many fields. Only collaboration – even hallway conversations – can carry us to our goal.

Please continue your generous support, by sending a donation to fund diabetes research and treatment at Joslin today.

Sincerely,

Signer
President and CEO

P.S. There are few shortcuts in this decades long quest to find cures for diabetes. But putting world-class researchers in close proximity and giving them the tools they need to investigate new ideas quickly definitely speeds our progress. Your support makes that possible. Please send your gift today. Thank you!