Dear Sir or Madam:

We would like to introduce you to our organization, Do You See Us Now, or DYSUN for short. Formed in 2019, after losing a close friend in a motorcycle crash due to a distracted driver, we set out to raise awareness and hope to put an end to this problem. Comprised of current and former first responders, we have seen the devastation from distracted driving, firsthand. We donate all our proceeds to other non-profit organizations and the families of the fallen.

For the last four years, DYSUN put together group rides across Northern Michigan to raise this awareness and ride in memorial of our fallen brothers and sisters due to distracted driving. In 2019, we drew a crowd of close to 240 motorcycles, and in 2020, we crossed the Mackinac Bridge with about 270 bikes. In 2021, due to rain, our numbers were smaller than normal, but we still had about 125 motorcycles on our ride. 2022 was a great turnout as well with around 225 motorcycles. As we meandered through small towns like Petoskey, Alpena, Cheboygan, Gaylord, and others, people took notice, answering our question of “Do You See Us Now?”

Doing this comes with costs, so we rely heavily on our fundraising efforts and sponsors to guide us through. Everything has been top notch, and for our efforts, we have received great feedback, a following of over 4600 people on social media, and word of mouth referrals. We will be attending many motorcycle shows, swap meets, and bike nights this year to promote our ride and our sponsors. We have no doubt that this will be an incredible year for DYSUN.

We are coming to you to ask if you will join us and be part of our efforts in 2024 to curb the serious problem of distracted driving. We chose the family of Shawn Helsel, a former Fife Lake, MI resident, who was killed on July 3, 2023, by a distracted driver that ran a stop sign. It’s bad enough if a distracted driver collides with another car, but it’s almost always fatal when they collide with a motorcycle, bicyclist, or pedestrian. We have taught at driver’s education programs and schools around the state to teach younger drivers more about this as well. On the following pages, you will find several different ways that you can help support us if you’re interested.

Please visit our website below and find us on Facebook to learn more. You will quickly see how much work we put into this. From the bottom of our hearts, thank you for your consideration. We look forward to hearing from you!

Respectfully yours,

The DYSUN Team