



Raise Some L 2025 Email/Text Template

Hi **[Name]**,

This year, I'm honored to take part in raiseRED, a student-run movement at the University of Louisville dedicated to supporting pediatric cancer and blood disorder patients and their families. We raise funds year round with 50% going to patient care at Norton Children's Cancer Institute, and the other half supporting research at UofL's School of Medicine.

Today is Raise Some L, UofL's annual day of giving. During this 1,798-minute fundraising effort, the UofL community comes together in philanthropy to support important causes across campus, including raiseRED.

****This is a great time to insert a brief message about what inspires you to be part of raiseRED****

My personal goal is to raise **\$\$[insert goal]**, and I'm hoping to reach out to as many individual donors as possible to help me get there. Would you be willing to make a donation of **(\$)**? Every contribution counts, and sharing this fundraiser with your friends or family would mean a lot. You can donate here:

<https://www.givecampus.com/schools/UniversityofLouisville/raise-some-l-2025/pages/raised-dance-marathon> (Make sure to put my name as the "raiseRED Student Name"). The donation window will close midnight on Wednesday, October 22nd!

Thank you sincerely for your time and consideration. If you'd like to learn more about raiseRED and the impact this organization has, I'd be happy to share more with you.

Kids Can't Wait,
[Your Name]



Phone Call Template

Hi! This is **[NAME]** — how are you?

I was hoping to tell you about a fundraising event I'm involved with this year.

Do you have a quick minute to talk?

(If no): Totally understand — is there a better time I could give you a quick call back? It'll just take a minute.

(If yes): Great! Have I mentioned raiseRED to you before?

a. (IF THEY HAVE NOT HEARD OF RAISERED)

I'm part of raiseRED at UofL, a student-led group that raises money to support kids fighting cancer and blood diseases. Last year we raised more than \$530,000 to provide vital care and fund life-changing research. Right now, UofL is hosting its Raise Some L, our annual day of giving, a special event where the campus community comes together to support philanthropic causes like raiseRED. I am wondering if you would be willing to support my fundraising page today? Every donation, no matter the size, makes a real difference for these kids and their families.

1. **(YES):** follow the script below
2. **(NO):** No worries, I understand! One last question, I'm working really hard to fundraise and could use all the help I can get... do you know of anyone who may have been affected by pediatric cancer, or who may just want to learn more about this cause?

b. (IF THEY HAVE HEARD OF RAISERED)

(Insert why you chose to dance this year) Right now, UofL is hosting its annual day of giving—a special day when the whole campus community comes together to support important causes. This also marks raiseRED's first fundraising push of the year!

(BOTH A/B if they are donating) Would you be willing to give **(INSERT A NUMBER, aim for \$50)?**

- a. **(YES):** Amazing! I have an online fundraising page. Would you like me to text it to you? Make sure to put my name as the “raiseRED Student Name” once you’re in the donation form!
- b. **(NO):** No worries, I understand! One last question, I'm working really hard to fundraise and could use all the help I can get... Do you know of anyone who may have been affected by pediatric cancer, or who may just want to learn more about this cause?