



Tips and Tricks - use when communicating with donors

- Be personable!
 - Use the donor's name
 - Use their preferred method of communication (phone, email, text)
- Mention your previous involvement with raiseRED.
 - You can mention any level of involvement and phrase it in a way that will strengthen your ask.
 - For example, if this is your first year phrase it as "this is my first year and I'm really excited to start being a part of this organization and contributing to the change we make!" or on the other end "this is my senior year and last chance to be a part of raiseRED so I'm trying to make this my best year yet!"
- Explain why you love being a part of raiseRED!
- Explicitly state raiseRED's impact. We want our donors to personally connect to our cause and care about our success!
- ALWAYS FOLLOW THROUGH!! Send the information they requested, respond promptly, and **THANK YOUR DONORS!**
- Be engaging! Send pictures and updates of the marathon, be creative with how you are engaging!
- If you receive a "no," respect the no. Do not beg. Instead, ask if they will be willing to share our mission with their friends, family, coworkers, etc.

General Text Template:

Family/ Relatives:

Hi **[NAME]**,

As you may know, I am involved in raiseRED, the University of Louisville's Dance Marathon where we raise funds to benefit pediatric cancer research and blood disorders. Instead of running like you would in a regular marathon, I am dedicating 12 hours of my day to this cause by celebrating, fundraising and dancing! **[Insert why you chose to dance this year]**. This year my goal is to raise **[\$[INSERT GOAL]**. We are here in the room with the families currently, and I hope you'll consider supporting my efforts by donating **[\$[INSERT A NUMBER, aim for \$50]**. You can do so by going to my online fundraising page at **[INSERT LINK]**.

IF 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 want to learn more about this cause or be interested in donating? Thank you so much for your time!

Friends:

Hi **[NAME]**!

Just wanted to reach out because, if you haven't seen, I am participating in raiseRED today which is a year-long effort to help children with cancer and blood disorders. **[Insert why you chose to dance this year]**. I'd really appreciate a \$10 or \$20 donation. Any amount makes a world of difference for these families, and it would mean so much. You can donate using my online fundraising page at **[INSERT LINK]**. Thank you!

General Email Template:

Friends/Family

(INTRODUCTION + INSERT RELATIONSHIP WITH DONOR HERE). I'd like to ask for your support in a fundraising event that is happening RIGHT NOW! RaiseRED is a student-led organization at the University of Louisville that is committed to providing critical support to families facing pediatric cancer and blood disorders by fundraising year-round. We are currently at our 12-hour dance marathon until 10PM; where we celebrate our cause, connect with the families we support, and of course, dance! Last year, we raised over \$533,000 through donations from generous donors just like you, and we're striving for even bigger goals this year! **(if you participated in raiseRED last year, include how much you raised last year)**

I'm personally hoping to raise **\$(INSERT GOAL)** this year and am writing today to ask for your help. ****This is a great place to insert why you chose to dance this year to show your donors your dedication to raiseRED and connect them to our cause on a more personal level!****

50% of the donations to raiseRED directly benefit the research conducted by UofL's School of Medicine. The other 50% goes to the Norton Children's Cancer Institute in downtown Louisville to provide a variety of patient-care needs. The money you donate can have a huge impact on the different organizations we support. I am asking for a **(INSERT \$ AMOUNT HERE **know your audience and tailor your ask—but don't be afraid to push your comfort zone. It's okay to hear no, but you won't know what someone might give unless you ask**)** donation. You can do so by going to my online fundraising page at **(INSERT LINK)**.

You can help make a difference in the lives of these children and families here in the room with me. Every dollar we raise represents one more reason why no one is alone in this fight. I'd be happy to talk to you more about this cause, what I'll be up to this weekend, and the impact that our funds make. Thank you so much for your support and consideration!

Kids Can't Wait,
[INSERT YOUR NAME]

Phone Call Template:

Hi! This is **[NAME]** — how are you?

I was hoping to tell you about a fundraising event that I'm currently at!

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 today? 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. We fundraise year-round and our efforts end in a 12-hour dance marathon TODAY where we celebrate our cause, connect with the families we support, and dance! 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 be willing to donate 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) Last year we raised more than \$530,000 to provide vital care and fund life-changing research, and this year we want to strive for even bigger goals!

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

- a. **(YES):** Amazing! I have an online fundraising page. Would you like me to text it to you?
- 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 be willing to donate or who may just want to learn more about this cause?

Thank You Template:

Dear _____,

Thank you so much for your generous donation to my raiseRED page. Because of your contribution, each kid we benefit can hope for change, and I am one step closer to reaching my goal of **(INSERT GOAL)**. I am so excited to participate in this year's dance marathon in February! This organization means so much to me and **(INSERT WHY YOU DANCE)**. Thank you again for supporting me on my journey to fight and raise money because Kids Can't Wait!

Thanks,

(YOUR NAME)

Fundraising Relay Templates:

General Template

Hi **[NAME]**,

As you may know, I am involved in raiseRED, the University of Louisville's Dance Marathon where we raise funds to benefit pediatric cancer research and blood disorders. We have just kicked off our end of year dance marathon and we are heading into our first big fundraising push of the day! Instead of running like you would in a regular marathon, I am dedicating 12 hours of my day to this cause by celebrating, fundraising and dancing! **[Insert why you chose to dance this year]**. This year my goal is to raise **[\$[INSERT GOAL]**. We are here in the room with the families we fundraise for currently, and it has been inspiring to hear their stories. I hope you'll consider supporting my efforts by donating **[\$[INSERT A NUMBER, aim for \$50]**. You can do so by going to my online fundraising page at **[INSERT LINK]**.

IF 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 want to learn more about this cause or be interested in donating? Thank you so much for your time!

Turner Family Template

Hi **[NAME]**,

As you may know, I am involved in raiseRED, the University of Louisville's Dance Marathon where we raise funds to benefit pediatric cancer research and blood disorders. Instead of running like you would in a regular marathon, I am dedicating 12 hours of my day to this cause by celebrating, fundraising and dancing! **[Insert why you chose to dance this year]**. We have just kicked off our first fundraising push of the year with one of our raiseRED families, The Turner's. David Turner Jr. lost his battle to pediatric cancer in 2021, and his family has continued his legacy by using his famous phrase, "Make Every Day the Best Day Ever." I am reaching out to you as someone who makes every one of my days the best day ever for support! This year my goal is to raise **[\$[INSERT GOAL]**. We are here in the room with the families we fundraise for currently, and it has been inspiring to hear their stories. I hope you'll consider supporting my efforts by donating **[\$[INSERT A NUMBER, aim for \$50]**. You can do so by going to my online fundraising page at **[INSERT LINK]**.

IF 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 want to learn more about this cause or be interested in donating? Thank you so much for your time!

Walsh Family Fundraising Push Template:

Hi **[NAME]**,

As you may know, I am involved in raiseRED, the University of Louisville's Dance Marathon where we raise funds to benefit pediatric cancer research and blood disorders. Instead of running like you would in a regular marathon, I am dedicating 12 hours of my day to this cause by celebrating, fundraising and dancing! **[Insert why you chose to dance this year]**. We are around halfway through our marathon, and just had the opportunity to hear Seth and his family's story. Seth is celebrating a huge milestone with us because he will be 4 years in remission tomorrow on Sunday after being a 5-time cancer survivor! This year my goal is to raise **#[INSERT GOAL]**. We are here in the room with the families we fundraise for currently, and it has been inspiring to hear their stories. I hope you'll consider supporting my efforts by donating \$20 for Seth's combined milestones. You can do so by going to my online fundraising page at **[INSERT LINK]**.

IF 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 want to learn more about this cause or be interested in donating? Thank you so much for your time!

McGill Family Fundraising Push Template:

Hi **[NAME]**,

As you may know, I am involved in raiseRED, the University of Louisville's Dance Marathon where we raise funds to benefit pediatric cancer research and blood disorders. Instead of running like you would in a regular marathon, I am dedicating 12 hours of my day to this cause by celebrating, fundraising and dancing! **[Insert why you chose to dance this year]**. This year my goal is to raise **[\$[INSERT GOAL]**. We are around $\frac{3}{4}$'s of the way into our dance marathon and just got the chance to listen to the McGill family share their story. We have so many families dealing with complex situations, and they need our support! I am asking for **[INSERT \$ AMOUNT HERE]** to continue bettering the lives of all of our families! You can do so by going to my online fundraising page at **[INSERT LINK]**.

IF 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 want to learn more about this cause or be interested in donating? Thank you so much for your time!

Final Fundraising Push Templates:

\$47 Ask

Hi **[NAME]**,

As you may know, I am involved in raiseRED, the University of Louisville's Dance Marathon where we raise funds to benefit pediatric cancer research and blood disorders. Instead of running like you would in a regular marathon, I dedicated 12 hours of my day to this cause by celebrating, fundraising and dancing! **[Insert why you chose to dance this year]**. WE ARE IN THE LAST 30 MINUTES OF OUR MARATHON! This is the final push! This year my goal is to raise **[\$INSERT GOAL]**. In just half an hour, the total amount that we have raised this year will be revealed to us here at the marathon! I am hoping that you'll consider supporting these efforts with a donation of \$47 in honor of the 47 kids diagnosed each day with cancer in the US. You can do so by going to my online fundraising page at **[INSERT LINK]**. Help us finish our marathon strong!

IF 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 want to learn more about this cause or be interested in donating? Thank you so much for your time!

\$84 Ask

Hi **[NAME]**,

As you may know, I am involved in raiseRED, the University of Louisville's Dance Marathon where we raise funds to benefit pediatric cancer research and blood disorders. Instead of running like you would in a regular marathon, I dedicated 12 hours of my day to this cause by celebrating, fundraising and dancing! **[Insert why you chose to dance this year]**. WE ARE IN THE LAST 30 MINUTES OF OUR MARATHON! This is the final push! This year my goal is to raise **[\$INSERT GOAL]**. In just half an hour, the total amount that we have raised this year will be revealed to us here at the marathon! I am hoping that you'll consider supporting these efforts with a donation of \$84 in honor of the 5-year survival rate of pediatric cancer growing to 84%. You can do so by going to my online fundraising page at **[INSERT LINK]**. Help us finish our marathon strong!

IF 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 want to learn more about this cause or be interested in donating? Thank you so much for your time!