

2025 Marathon Email Template*

TEMPLATES ARE MEANT TO BE A STARTING GUIDE, PLEASE BE SURE TO PERSONALIZE THEM*

Dear **[NAME]**,

Hello! I'd like to ask for your support in a fundraising effort that is very important to me. RaiseRED is the largest student-run philanthropic organization at the University of Louisville that raises money for pediatric cancer and blood diseases. Our year-long fundraising efforts culminate in an 18-hour dance marathon in February. Instead of running like you would in a regular marathon, I'll be dancing for an entire weekend, and every dime I raise will support the battle against childhood cancer and blood disorders at the University of Louisville.

Last year, we raised over \$516,000 through donations from generous donors just like you. I'm personally hoping to raise \$(**INSERT GOAL**) and am writing today to ask for your help. 50% of the donations to raiseRED directly benefit the research of the UofL School of Medicine's Department of Pediatrics' Division of Hematology, Oncology, and Stem Cell Transplantation. The other 50% goes to the Norton Children's Cancer Institute affiliated with the UofL School of Medicine to provide services and treat needs for the children and their families going through treatment in the Hematology and Oncology Clinic. The money you donate can have a huge impact on the different organizations we support.

****This is a great place to insert your "Why I Dance" to show your donors your dedication to raiseRED and connect them to our cause on a more personal level; if you need help writing this, see the "Why I Dance" folder!****

I'd love to talk to you more about this cause, why it's so important to me, and the research being done with the funds. I hope you'll consider supporting my efforts by donating \$(**INSERT A NUMBER, aim for \$50**). You can do so by mailing a check to the address below; just put "RaiseRED" and my name in the memo line, or by going to my online fundraising page at (**INSERT LINK**). You can help make a difference in the lives of these children everyday, and your support would work to fund life saving immunology research.

Every dollar we raise represents one more reason why none of these kids are fighting alone. Thank you so much for your support and consideration!

Kids Can't Wait,

[INSERT YOUR NAME]

