

Week of Hope 2024

Fundraising Templates

Wednesday 11.20.24



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Family/Relatives/Older Friends

Hi **[NAME]**,

[Add personal connection] 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 are in the middle of our annual Week of Hope, a 36-hour long fundraising push where we try to raise as much money as possible! This year my goal is to raise **(INSERT GOAL)**. Do you mind if I share some details with you about this and you can let me know if you would like to donate?

IF YES & Familiar with RR:

(Insert why you chose to dance this year) I'm really excited for this year and looking to make it the best one yet!, and I hope you'll consider supporting my efforts by donating **\$84 in honor of the 5 year survival for children with cancer reaching 84%, an increase from 54% in 1970. OR \$20 to help me reach my goal of \$100 for this week.** You can do so by going to my online fundraising page at **(INSERT LINK)**. Please let me know if you have any questions!

IF YES & Not Familiar with RR:

RaiseRED is a dance marathon at the University of Louisville. Instead of running like you would in a regular marathon, I'll be dancing, celebrating and fundraising for an 18 hours straight, with every dime I raise supporting the battle against childhood cancer and blood disorders right here in the community. **(Insert why you chose to dance this year)** 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 have been affected by pediatric cancer, or who may just want to learn more about this cause? Thank you so much for your time!

Email Templates

Friends and Family

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 disorders. Our year-long fundraising efforts culminate in an 18-hour dance marathon in February. This week, I am participating in raiseRED's largest fundraising push, Week of Hope, where we are fundraising like crazy for 36 hours to support these kids and families!

Last year, we raised over \$44,000 in this short week, and \$516,000 in total, 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. RaiseRED's funds are split 50-50, half directly benefiting research done at UofL School of Medicine's Division of Pediatric Hematology and Oncology. The other half goes to the Norton Children's Cancer Institute to provide patient services and treat needs for the children and their families going through treatment. 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; **On Staff?? Mention that here or in the first paragraph!**

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 **\$84 in honor of the 5 year survival for children with cancer reaching 84%, an increase from 54% in 1970 OR \$20 to help me reach my goal of \$100 for this week.** You can do so by mailing a check to the address below 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]

Check Donation:

To: UofL Foundation

Memo: Student Name + raiseRED

Address: raiseRED, Attention: Amanda James/Alumni Relations, 200 E Brandeis Ave, Louisville, KY 40208

Professors

Dear **[NAME]**,

Hello! I hope this email finds you well. My name is **[INSERT YOUR NAME]** and I'm currently a student in your **[INSERT NAME OF CLASS. You can also insert something you like about this professor's class or edit the template to say you were formerly enrolled in their class]**. I am a member of raiseRED Dance Marathon here at UofL. If you are not familiar with this organization, we are a fundraising organization focused on changing the lives of the children and families in our community who are battling pediatric cancer and blood disorders. Children who one day could have the chance to learn from amazing professors like you!

Right now, we are in the middle of our annual Week of Hope, our largest fundraising push of the year, and I would love your support of my efforts in achieving my goal of **\$(INSERT GOAL)**. RaiseRED's funds are split 50-50 between research at UofL School of Medicine's Division of Pediatric Hematology and Oncology and patient needs at Norton Children's Cancer Institute. The money you donate can have a huge impact on the different organizations we support.

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Kids Can't Wait,

[INSERT YOUR NAME]

Check Donation:

To: UofL Foundation

Memo: Student Name + raiseRED

Address: raiseRED, Attention: Amanda James/Alumni Relations, 200 E Brandeis Ave, Louisville, KY 40208

Old Professors, Friends, Co-Workers, Bosses, etc

Dear **[NAME]**,

Hello! It has been awhile since we last spoke! How are you doing? I'm currently a **[SCHOOL YEAR]** at the University of Louisville studying **[MAJOR]**, and I'd like to tell you about an organization that I am in that means a lot to me. This year, I have the opportunity to participate in RaiseRED, a fundraising organization that raises money for pediatric cancer and blood disorders in our local community! We are currently in our Week of Hope, our largest fundraising push of the year and I am writing to you to ask for your support!

Last year, raiseRED raised over \$550,000 through donations from generous donors just like you. I'm personally hoping to raise **\$(INSERT GOAL)** this year! 50% of the donations to raiseRED directly benefit the research of the UofL School of Medicine's Division of Pediatric Hematology and Oncology. 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.

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Kids Can't Wait,

[INSERT YOUR NAME]

Check Donation:

To: UofL Foundation

Memo: Student Name + raiseRED

Address: raiseRED, Attention: Amanda James/Alumni Relations, 200 E Brandeis Ave, Louisville, KY 40208

Phone Call Template

Hi! This is **[NAME]**. How are you doing?

I was calling to talk to you about raiseRED, an amazing organization that I am participating in this year. **Do you have a quick second to talk?**

1. **(Yes)** Have you heard of raiseRED before?

2. **(No)** Is there a time I can give you a call back, It'll only take a second?

a. (IF THEY HAVE NOT HEARD OF RAISERED)

i. We are the largest philanthropic organization at the University of Louisville where we help to fight against pediatric cancer and blood disorders by raising money for patient needs and life-changing research. This organization is completely student run and last year we raised over \$516,000. We have just kicked off our biggest fundraising push of the year, our annual Week of Hope and are looking to make as big of a difference as possible. This year my goal is to raise **(INSERT GOAL)**. Do you mind if I share some details with you about this and you can let me know if you would like to donate?

- YES: follow the script below (i.)

- NO: No worries, I understand! Have a great day!

b. (IF THEY HAVE HEARD OF RAISERED)

i. **(Insert why you chose to dance this year)** I'm really excited for this year, and I was wondering if you were able to support me on this journey by donating **\$\$84 in honor of the 5 year survival for children with cancer reaching 84%, an increase from 54% in 1970 OR \$20 to help me reach my goal of \$100 for this week?**

- **YES:** Amazing! Thank you so much- my fundraising page is online.

Can I text you the link to donate or would you prefer to mail a

check*?

- **NO**: No worries, I understand! Have a great day!

c. Thank you so much for your time! Your support will give so many kids a fighting chance!

*If you decide to mail a check, checks are made out to “UofL Foundation” and sent to Alumni Relations, 200 E Brandeis Ave, Louisville KY 40208. Please write “raiseRED and [dancer name]” in the memo.

Thank You Template

Dear _____,

Thank you so much for your generous donation to my raiseRED page. Because of your contribution, each kid we benefit has a fighting chance, 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)**

Tips and Tricks

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 (if applicable)
- Do they want to be recognized? If so, HOW do they want to be identified?
- 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 request, respond promptly, and **THANK YOUR DONORS!**
- 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.