

Below is a template to use if you are a returning dancer and going to fundraise via email. Please see the footnotes for expanded descriptions of suggestions. Click here: https://www.youtube.com/watch?v=_Efb_oMgxEs for a lesson on how to use mail merge, a quick way to send personalized mass emails. Need more guidance? Reach out and email fundraise.raiseRED@gmail.com.

Dear **[NAME]**,

Hello! This is **[INSERT YOUR NAME AND RELATION TO DONOR]**¹. I hope this email finds you well. I am currently a student at the University of Louisville studying **[INSERT MAJOR. THIS IS ALSO THE PERFECT SPOT TO FILL YOUR DONOR IN ON FUTURE PLANS, CAMPUS INVOLVEMENT, ETC]**². I'd like to tell you about a fundraising effort that is very important to me and ask for your support.

This year, I once again have the opportunity to participate in a year-long effort to help children with cancer and blood disorders in the Louisville area. The 2022-2023 fundraiser will mark my **[INSERT YEARS OF PARTICIPATION]** year participating in raiseRED.^{3 4} RaiseRED is the largest student-run philanthropic campaign at the University of Louisville which culminates in an 18-hour dance marathon. Instead of running like you would in a regular marathon, I'll be dancing for an entire weekend! I will be fundraising up to and throughout the marathon, raising money for this great cause.

Last year, we raised over \$532,865 through donations from generous donors just like you. I personally raised **[insert how much you raised last year]**. This year I'm hoping to raise even more and am striving toward a personal goal of \$**[INSERT GOAL]**! I am writing today to ask for your help in the effort. 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

¹ An example of your relationship to your donor could be, "This is Natalie Gerdes. You may remember me from your fall 2021 ENGL 101 class," if you are writing to a professor OR "This is Natalie Gerdes, Annette's daughter." if you are writing to your mom's friend.

² If you are sending an email to a professor of yours, they know you are a student at UofL, so remove this line.

³ If you are writing to someone who has donated to your raiseRED in the past, consider replacing the two previous lines with, "I am reaching out today not only to ask you again for your support for raiseRED, but to thank you for your donation last year. As a reminder, raiseRED is a year-long fundraising effort to help children with cancer and blood disorders in the Louisville area." Start a new paragraph between these lines.

⁴ If you hold a position in raiseRED, here is the perfect place to tell and explain your role.

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 and the children that benefit.

[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, click [here!](#)]

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]**.⁵ 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 **[Insert fundraising link]**. I will be fundraising up until Saturday, February 25th, 2023 at 11:59am, but donations to the address below are welcome anytime. 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 another way none of these kids are fighting alone. Thank you so much for your support and consideration!

Kids Can’t Wait,
[INSERT YOUR NAME]

**Donations can be sent to:
raiseRED, Alumni Center, 200 E Brandeis Ave, Lou, KY 40208.**

[If you have a photo of you from your last marathon, insert it here with a caption to make it more personal! Or include a picture of who you dance for.]

⁵ If a previous donor, consider replacing the following sentence with, “I hope you’ll consider supporting my efforts again this year by repledging your donation of \$**[insert their donation amount]**.”