

2024 Marathon E-Mail Template*

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

Dear **[NAME]**,

Hello! This is **[INSERT YOUR NAME AND RELATION TO DONOR]**. 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]**. I'd like to tell you about a fundraising effort that is very important to me and ask for your support.

This year, I have the opportunity to participate in a year-long effort to help children with cancer and blood disorders in the Louisville area. The 2024 fundraiser will mark my **[INSERT YEARS OF PARTICIPATION]** year participating in raiseRED. 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 \$551,000 through donations from generous donors just like you. This year I'm hoping to raise as much as possible 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 and Oncology. The other 50% goes to the Norton Children's Cancer Institute to help provide patient needs for our families, including funding a Child Life Specialist who handles a Facility Dog Luna.

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 going to my online fundraising page **[Insert fundraising link]**. I will be fundraising up until Saturday, February 24th, 2024 at 11:59am. 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]