



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 of raiseRED events and updates, 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.

Text Templates

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. Instead of running like you would in a regular marathon, I'll be dancing, celebrating and fundraising for 12 hours straight, with every dollar I raise supporting the battle against childhood cancer and blood disorders right here in the Louisville community. We have just kicked off our annual Week of Hope, a week of connection and hope for change for the kids and families at the heart of raiseRED. We are having a focused 48-hour long fundraising push right now where we are trying to raise as much money as possible! This year my goal is to raise **(INSERT GOAL)**.

(Insert why you chose to dance this year) and I hope you'll consider supporting my efforts by donating **\$48 for the 48 hours of our fundraising push**. You can do so by going to my online fundraising page at **(INSERT LINK)**. Please let me know if you have any questions!

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'm asking for your support in a fundraising effort that is very important to our Louisville community. 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. These efforts culminate in a 12-hour dance marathon in February where we celebrate our cause, connect with the families we support, and of course, dance! This week is raiseRED's annual Week of Hope: a week of connection and hope for change for the kids and families at the heart of raiseRED that includes a 48-hour fundraising push.

Last year, we raised over \$19,000 in this short week, and \$533,000 in total for the year, 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 conducted by UofL's School of Medicine. The other 50% goes to the Norton Children's Cancer Institute to provide a variety of patient-care needs. 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?! Insert 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 **\$48 for the 48 hours of our fundraising push**. 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 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]

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]**. 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!

This week is raiseRED's annual Week of Hope: A week of connection and hope for change for the kids and families at the heart of raiseRED that includes a 48-hour fundraising push, 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.

****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?! Insert 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 **\$48 for the 48 hours of our fundraising push**. 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 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]

Phone Call Template

Hi! This is **[NAME]** — how are you?

I was hoping to tell you about a fundraising event I'm involved with this year.

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? 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. Last year we raised more than \$530,000 to provide vital care and fund life-changing research. This week is raiseRED's annual Week of Hope, and we are having a 48 hour fundraising push that we dedicate to raising as much money as possible! 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 have been affected by pediatric cancer, 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) This week is raiseRED's annual Week of Hope, and we are having a 48 hour fundraising push that we dedicate to raising as much money as possible! Last year, we raised over \$19,000 in this short time!

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

- 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 have been affected by pediatric cancer, 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)