

SAMPLE FUNDRAISING EMAIL – DAY OF KICKOFF

Subject Line Ideas: Help Us Fight Blood Cancer OR Donate TODAY OR We Need Your Support Today

Dear Friends & Family (or Dear **Name**),

Imagine hearing the words, *"You have cancer."*

For over 1.6 million Americans battling or in remission from blood cancer, this is a devastating reality. That's why I am stepping up to make a difference by participating in Blood Cancer United's (formerly The Leukemia & Lymphoma Society) Student Visionaries of the Year campaign—a 7-week challenge for high school leaders like me to help end cancer.

Blood cancer, particularly leukemia, is the most commonly diagnosed cancer in children and young adults, making this mission deeply personal.

[Insert personal story, e.g., "I'm inspired by my friend John, who twice fought cancer with immense courage. His story drives my commitment to this cause."]

My goal: Raise **\$XX,XXX** by March 6, 2026. I am determined, but I can't do it alone.

Here's how YOU can help:

1. Donate: Make a tax-deductible contribution today: **[INSERT LINK]**
2. Share: Spread the word by forwarding this email or sharing my link.
3. Sponsor: Introduce me to potential corporate sponsors. Pitching businesses and individuals is an amazing leadership opportunity for me and a great way to introduce Blood Cancer United and the mission of curing blood cancers.

Together, we can bring hope to families and fuel the fight against cancer. Thank you for helping me make an impact.

P.S. Does your company have a matching gift program? It could double your impact!

With gratitude,

[Your Name]

TIPS & Reminders:

- BCC (ask your parents if you don't know what this means) as many people as possible (recommended in groups of no more than 50 at a time) every week (total

SAMPLE FUNDRAISING EMAIL – DAY OF KICKOFF

- of 7 mass emails, always include your Blood Cancer United staff so they can provide tips and feedback)
- Do NOT remove people who have already donated unless they ask to be removed
 - PERSONALIZE your weekly emails- make it like a blog/newsletter about your campaign
 - A photo of your team from a recent event/meeting
 - Your social media profiles for them to follow your campaign
 - A full list of your upcoming events
 - Shout out to any donors by name
 - Announce any sponsorships
 - Things you have learned
 - Include any of the weekly mission moments
 - *Add mission video from [LLS YouTube channel](#)*
 - Follow up with people individually throughout the week if they have not donated from your mass emails via text or personalized emails.

SAMPLE FUNDRAISING EMAIL – DAY OF KICKOFF

Text Example

Hi!

I'm excited to share with you that I've been nominated as a Candidate for Blood Cancer United's Student Visionaries of the Year program! This is a 7-week leadership development and fundraising challenge for high school leaders like me to make an impact and end blood cancer! Blood cancer is the most commonly diagnosed form of cancer in children and young adults, which makes this mission deeply personal to me. Today is the kick-off of this challenge, and I'm looking to make a big splash in my goal of \$XX,XXX. To help me reach this goal, please consider donating, sharing my mission, or introducing me to corporate sponsorships! You can donate at this link: [INSERT LINK](#), share on social media, text, or talking, and help introduce me to potential corporate sponsors!