

SAMPLE FUNDRAISING EMAIL

Weeks 1-6; General Donation Ask-Candidates

Dear Friends & Family,

Over 70 years ago, The Leukemia & Lymphoma Society (LLS) was founded by a family that lost its son to leukemia—a disease that was considered fatal at the time. Since its founding, LLS has evolved into the world's largest nonprofit dedicated to fighting blood cancers, pioneering many of today's most innovative cancer treatments and therapies. Despite our tremendous progress, one simple fact remains: nearly 50,000 individuals lose their battle against cancer every year in the U.S. alone, and, unfortunately, some of those individuals are children.

As you may be aware, I am participating in The Leukemia & Lymphoma Society's *Student Visionaries of the Year* campaign. *Student Visionaries of the Year* is a seven-week philanthropic competition for high school leaders seeking to make an impact in the fight against cancer.

My **personal/my campaign team's** goal is to raise **\$XX, XXX**, by March 28th. So far, my team and I have been able to make progress towards our goal, but we want to continue making our most significant impact possible. With only a few weeks left, I could use your support. There are a few ways you can support my fundraising efforts:

- **Make a tax-deductible donation** to my online fundraising page: **INCLUDE LINK HERE**
- **Share my message & fundraising link** with your contacts via email or social media
- **Donate a silent auction item** for the Grand Finale Celebration auction
- **Help me secure a corporate sponsorship** (Sponsorships start at \$5,000, and sponsors receive Grand Finale benefits)

Participating in this campaign has taught me so much already, including the power of perseverance. Yes, fundraising is hard, but it is not as hard as fighting cancer. You should be proud to know that your support of my campaign is helping LLS continue to make groundbreaking strides in cancer therapies and advocacy efforts aimed at improving the accessibility and affordability of care.

I look forward to sharing our team's successes with you at the culmination of the campaign.

Thank you again for your support,
Candidate Name

P.S. Does your company have a matching gifts program that might be willing to match your donation?