

LLS_SVOY SAMPLE PITCH EMAIL TO LOCAL MEDIA:

Pitch emails/letters are short, sweet and flattering. To capture press attention you need a solid subject line and a direct "ask". Please feel free to personalize the letter and mention other similar stories the reporter might have covered in the past.

SUBJECT LINE: NAME OF HIGH SCHOOL TEAM NAME Student Visionaries of the Year

Dear _____,

Every 3 minutes, someone in the US is diagnosed with a blood cancer and every 9 minutes, someone in the US dies of a blood cancer.

To help win these battles, we are participating in the "Student Visionaries of the Year" fundraising campaign on behalf of The Leukemia & Lymphoma Society in honor of [insert your WHY here]. Fundraising starts **ASK LLS STAFF.**

We're having a fundraising event: IF YOU HAVE AN EVENT SCHEDULED, MENTION THAT INFORMATION HERE.

Funds can be donated directly here: <LINK TO YOUR FUNDRAISING PAGE>

For more information, please read our press release: <LINK TO RELEASE HERE>

Thank you for considering coverage.

Sincerely,

NAMES OF CANDIDATES & TEAM MEMBERS

WITH EMAIL/TEXT/TWITTER HANDLES

You can also pitch these reporters by tweeting a message or sending a direct message. Examples:

@reportertwitter Hi! NAME OF HIGHSCHOOL competing to be #StudentVisionariesOfTheYear #SVOY4LLS by raising the most \$ for #LLS to #preventbloodcancers. [LINK TO FUNDRAISING PAGE] Pls DM for more info!