



Event Weekend Fundraising Guide-Emails

P R E - E V E N T E M A I L

List: Friends and family members who have not donated

Dear INSERT NAME,

This is really happening. I'm on the verge of taking on (INSERT EVENT NAME). All those early morning miles have put me in a position to take on this incredible challenge. However, my efforts in training represent much more – I'm on a mission to cure cancer, and you can get involved.

There is still time to donate – support the next breakthrough in fighting cancer by clicking here (INSERT FUNDRAISING PAGE LINK).

Thank you for supporting my campaign to benefit The Leukemia & Lymphoma Society – your generosity is sincerely appreciated!

P R E - E V E N T E M A I L

List: Friends and family members who donated

Dear INSERT NAME,

Thank you again for all of your support! This is really happening. I'm on the verge of taking on (INSERT EVENT NAME). All those early morning miles have put me in a position to take on this incredible challenge. However, my efforts in training represent much more – I'm on a mission to cure cancer, and you can get involved.

Please share my fundraising page and email with your friends to help me exceed my fundraising goal for The Leukemia & Lymphoma Society. (INSERT FUNDRAISING PAGE LINK)

Thank you again for supporting my efforts – your generosity is sincerely appreciated!

POST-EVENT EMAIL

List: Friends and family members who have not donated

Dear INSERT NAME,

Start spreading the news. I have officially completed (INSERT EVENT NAME)! It was an honor to take this incredible journey with teammates from across the country in support of The Leukemia & Lymphoma Society.

There is plenty of cause for celebration, but the pursuit of new cures for cancer never stops – and you can be a part of the next breakthrough.

Click [here](#) to donate and benefit of The Leukemia & Lymphoma Society (INSERT FUNDRAISING PAGE LINK).

Thank you for your generosity in supporting my personal movement to find the next cure for cancer.

POST-EVENT EMAIL

List: Friends and family members who donated

Dear INSERT NAME,

Start spreading the news. I have officially completed (INSERT EVENT NAME)! It was an honor to take this incredible journey with teammates from across the country in support of The Leukemia & Lymphoma Society.

Insert finish line image.

Thank you for your generosity in supporting my personal movement to find the next cure for cancer.