



FUNDRAISING E-MAILS

1ST ROUND OF DONATION ASKS

Email #1: THE KICK OFF EMAIL

Dear (INSERT NAME OF FRIEND OR FAMILY MEMBER),

On October 3rd, I am celebrating Velocity Day! I will be joining hundreds of other fundraisers online to support Columbia's Herbert Irving Comprehensive Cancer Center. They are at the forefront of patient care and cancer research, and I've committed to helping them solve cancer.

I'll be doing the (cycling/running/walking/service), but I need your help. I'm asking you to join me in this challenge, by donating to my page to support the ground-breaking work being done at Columbia's Herbert Irving Comprehensive Cancer Center. These funds will provide immediate support to our doctors and researchers who are committed to solving cancer.

Accelerate the end of cancer, accelerate hope, and donate to Your Velocity today! [INSERT YOUR PERSONAL FUNDRAISING PAGE URL]

Sincerely,
YOUR NAME

Email #2: FOLLOW UP WITH THOSE WHO HAVEN'T DONATED YET

Dear (INSERT NAME OF FRIEND OR FAMILY MEMBER),

I'm putting in the work and (riding/running/walking) with Your Velocity because I want to make an impact. I want to contribute to and celebrate the doctors and researchers at Columbia's Cancer Center who are making advancements every day. I want to support those patients currently facing a battle at HICCC. I want to honor the memory of those we've lost to cancer.

Today, I'm asking for your help. I can't reach my goals without you, and a donation to my Your Velocity fundraising page will bring us all one step closer to solving cancer. Make a tax deductible donation today. [INSERT YOUR PERSONAL FUNDRAISING PAGE URL]

Sincerely,
YOUR NAME



2ND ROUND OF DONATION ASKS

Email #3: REACH OUT TO A NEW GROUP OF PEOPLE

Dear (INSERT NAME OF FRIEND OR FAMILY MEMBER),

I am participating in Your Velocity and I've taken on the challenge of raising (INSERT YOUR FUNDRAISING GOAL) for the Herbert Irving Comprehensive Cancer Center Columbia University Irving Medical Center. That's where you come in. I'm asking you to support the thousands of cancer patients being treated at Columbia University Irving Medical Center as well as the doctors and researchers who are getting closer to solving cancer every day. They are making a huge impact, and so can we. Make a tax deductible donation to my Your Velocity fundraising page today [INSERT YOUR PERSONAL FUNDRAISING PAGE URL.]

Sincerely,
YOUR NAME

Email #4: FOLLOW UP WITH THOSE WHO HAVEN'T DONATED YET

Dear family and friends,

As most of you know, I have taken on an incredible challenge - raising money for Your Velocity. On October 3rd, I will be one of many participants celebrating Velocity Day. We all have one goal - to solve cancer.

I'm so grateful for the donations I have received, and I can't do this alone. I'm asking for your help towards my fundraising goal. Make a tax deductible donation today to support not only my efforts, but the thousands of patients, doctors, and researchers at Columbia University Irving Medical Center who continue to provide essential care to cancer patients . [INSERT YOUR PERSONAL FUNDRAISING PAGE URL.]

Thank you for any support you can give.

Sincerely,
YOUR NAME

THANK YOU EMAIL TO THOSE WHO DONATED

Dear (INSERT NAME OF DONOR),

Thank you for your generous donation to my Your Velocity campaign. Every dollar I raise not only helps me get closer to my personal goal, but it helps Columbia University Irving Medical Center get closer to their goal of solving cancer.

Thank you so much for your support!

Sincerely,
YOUR NAME

