



## LETTER SAMPLES

### MESSAGING OPPORTUNITY: AT TIME OF REGISTRATION

#### **SAMPLE #1 – ASKING FOR A DONATION**

Hello **Jane**,

I'm writing with hope that you'll support me this September as I **ride 100 miles** at Badger Challenge. Badger Challenge is a walking, running, and biking fundraiser that supports cancer research and treatment programs at the University of Wisconsin. The best part is that 100% of all funds raised go back to the researchers and programs at UW. Since the event started in 2016, they've raised over \$2.6 million.

**This cause is near and dear to my heart as I have many friends and family who have been impacted by cancer.** Knowing that 100% of donations I raise will go towards research and treatment initiatives to turn more patients into survivors is something I am proud to be part of.

I've set a fundraising goal of **\$1,000** and I'm just getting started on my efforts and hope you'll help me with whatever dollar amount you can give. Even \$5 helps as that entire amount goes back to the cause. I'm sure you can think of five people you know affected by cancer, so think of it as donating \$1 to each of them.

I hope to have your support. You can donate at my personal fundraising link below. Thank you for your consideration in supporting me in this cause. Let's help write the story that ends cancer!

<http://runsignup.com/johnsmith>

Thank you!

**John**



## MESSAGING OPPORTUNITY: AT TIME OF REGISTRATION

### **SAMPLE #2 – ASKING THEM TO JOIN YOU AT THE BADGER CHALLENGE**

Hello Jane,

I'm excited to share with you that I'll be participating in Badger Challenge and would like you to join me! Badger Challenge is a walking, running, and biking fundraiser that supports cancer research and treatment programs at the University of Wisconsin. The best part is that 100% of all funds raised go back to the researchers and programs at UW. Since the event started in 2016, they raised \$2.6 million. It's not just a fundraiser though, it's a fun event for the entire community, and I really think you'd enjoy it! The event has five bike route options (5K, 25K, 50K, 100K, 100 mile) and a half marathon and a 5K run/walk. You should join me, you can register here: [{insert your unique referral link here}](#).

This cause is near and dear to my heart as I have many friends and family who have been impacted by cancer. Knowing that 100% of donations I raise will go towards research and treatment initiatives to turn more patients into survivors is something I am proud to be part of.

If you're unable to join me at the event, I hope you'll consider making a donation through my personal fundraising link below.

Whether you choose to join me at Badger Challenge in September or donate to my fundraiser, I appreciate your support. Let's help write the story that ends cancer!

<http://runsignup.com/johnsmith>

Thank you!

John



## **MESSAGING OPPORTUNITY: MIDWAY THROUGH YOUR CAMPAIGN**

### ***SAMPLE #1 – ASKING FOR A DONATION***

Hello **Jane!**

As you might now, I'm participating in Badger Challenge this September. Badger Challenge is a walking, running, and biking fundraiser that supports cancer research and treatment programs at the University of Wisconsin. The best part is that 100% of all funds raised go back to the researchers and programs at UW. Since the event started in 2016, they've raised over \$2.6 million.

Cancer has impacted everyone I know in some form, so I feel very strongly in supporting the Badger Challenge mission. Knowing that 100% of donations I raise will go towards research and treatment initiatives to turn more patients into survivors is something I am proud to be part of.

I had set a fundraising goal of **\$1000**. I've currently raised **\$500** and I'm hoping you'll help me move closer towards this goal! Any dollar amount you give can help as it will go directly back to the cause!

I hope to have your support! You can donate at my personal fundraising link below. Thank you for your consideration in supporting me in this cause. Let's help write the story that ends cancer!

<http://runsignup.com/johnsmith>

Thank you!

John



## **MESSAGING OPPORTUNITY: MIDWAY THROUGH YOUR CAMPAIGN**

### ***SAMPLE #2 – ASKING THEM TO JOIN YOU AT THE BADGER CHALLENGE***

Hello **Jane,**

As you might know, I'm participating in Badger Challenge this September. The Badger Challenge is a walking, running and biking fundraiser that supports cancer research and treatment programs at the University of Wisconsin. And the best part is that 100% of all funds raised go back to the researchers and programs at UW. Since the event started in 2016, they've raised over \$2.6 million.

It's not just a fundraiser though, it's a fun event for the entire community, and I really think you'd enjoy it! The event has five bike route options (5K, 25K, 50K, 100K, 100 mile) and a half marathon and a 5K run/walk. There's still plenty of time to join me! You can register here: **{insert your unique referral link}**.

Cancer has impacted everyone I know in some form, so I feel very strongly in supporting the Badger Challenge mission. Knowing that 100% of donations I raise will go towards research and treatment initiatives to turn more patients into survivors is something I am proud to be part of.

If you're unable to join me at the event, I hope you'll consider making a donation through my personal fundraising link below.

Whether you choose to join me at Badger Challenge in September or donate to my fundraiser, I appreciate your support. Let's help write the story that ends cancer!

**<http://runsignup.com/johnsmith>**

Thank you!

John



## **MESSAGING OPPORTUNITY: WEEK OF THE EVENT**

### **SAMPLE – ASKING FOR A DONATION**

Hello **Jane!**

The time has finally come, it's the week of Badger Challenge! I've been training for several weeks and fundraising to help support their mission! Badger Challenge is a walking, running, and biking fundraiser that supports cancer research and treatment programs at the University of Wisconsin. The best part is that 100% of all funds raised go back to the researchers and programs at UW. Since the event started in 2016, they've raised over \$2.6 million. I'm really looking forward to the event and the post ride celebration with food, beverages, music, games, and fun activities for the whole family. It's going to be a great day!

I had set a fundraising goal of **\$1000 and I am so excited to share that I've exceeded that goal**, but I want to do as much as I can to help fund the critical research and cancer treatment initiatives at UW. So I'm reaching out to see if you'll help me raise even more. Any dollar amount you give can help as it will go directly back to the cause!

I hope to have your support! You can donate at my personal fundraising link below. Thank you for your consideration in supporting me in this cause. Let's help write the story that ends cancer!

**<http://runsignup.com/johnsmith>**

Thank you!

John



## **MESSAGING OPPORTUNITY: POST EVENT**

### ***SAMPLE – ASKING FOR A DONATION***

Hi **Jane**,

This past weekend I participated in Badger Challenge. What an event, what a day! So far, Badger Challenge has raised **\$750,000** this year, but we're not done yet. The fundraiser is still open until November 1<sup>st</sup>. The event may be over, but the fight to cure cancer is still on!

Know that any donation you give, no matter how big or small, goes directly back to the cause. 100% of all participant raised funds go directly to cancer research at the University of Wisconsin. None of that covers operational costs like some other charity events. Which is one of the reasons I am so proud to support Badger Challenge!

I hope to have your support. You can donate at my personal fundraising link below. Thank you for your consideration in supporting me in this cause. Let's help write the story that ends cancer. Maybe you can join me next year, save the date for September 22, 2024!

[\*\*http://runsignup.com/johnsmith\*\*](http://runsignup.com/johnsmith)

Thank you!

John



## **MESSAGING OPPORTUNITY: CAMPAIGN RESULTS**

### ***SAMPLE – THANKING DONORS FOR THEIR SUPPORT***

Hi **Jane**,

Thank you so much for the donation to my fundraiser for Badger Challenge! You are part of the mission to power cancer research at the University of Wisconsin.

To date, Badger Challenge has raised over **\$3.6 million, \$1,000,000** of which came from this year! What an incredible accomplishment. Every single one of those dollars will be used directly for cancer research and treatment initiatives at the University of Wisconsin. 100% raised here, 100% stays here.

Thank you again for your support, it means so much to me, patients, survivors, and their family. Together, we're helping to write the story that ends cancer.

Thank you,

**John**



## **MESSAGING OPPORTUNITY: YOUR BIRTHDAY**

### ***SAMPLE – ASKING FOR A DONATION***

Hello **Jane**,

For my birthday this year, I'm asking my friends and family to help support my fundraiser for Badger Challenge. Badger Challenge is a walking, running, and biking fundraiser that supports cancer research and treatment programs at the University of Wisconsin. And the best part is that 100% of all funds raised go back to the researchers and programs at UW. Since the event started in 2016, they've raised over \$2.6 million.

I've chosen this nonprofit because their mission means a lot to me, and I hope you'll consider contributing as a way to celebrate with me. You can donate at my personal fundraising link below. Thank you for your consideration in supporting me in this cause.

<http://runsignup.com/johnsmith>

Thank you,

**John**