

Sample Fundraising Email

Dear _____,

I hope you are staying in and staying safe and that you and your family are well despite everything that is happening in the world.

Right now, our day-to-day lives have changed, but unfortunately the fight to end breast cancer is not over. And that's why I have committed to walk 60 miles and raise money to help end breast cancer for the Susan G. Komen 3-Day. I know donating may not be a high priority for you right now and I completely understand. Yet I am still asking for your support because I am committed to my fundraising efforts and I believe together we can make a real impact.

Support for breast cancer patients and survivors during the COVID-19 pandemic is imperative. And the reality is that breast cancer patients need our help now more than ever. You can help!

Would you please consider donating to my fundraiser? Your donation will help Komen take action and support the breast cancer community during a time when there is grave concern for those most vulnerable to COVID-19. Funding supports urgent needs:

- Breast Care & Clinical Trial Information Helpline
- Treatment Assistance Programs
- Patient Support
- Advocacy Efforts
- Research Funding

We are in this together and your support means the world to me and countless others!

A huge part of the 3-Day preparation is the training, walking every day to get ready to walk 60 miles. My training walks have been quieter lately, now that I must do them on my own, but I'm still enjoying the time out in the fresh spring air. I highly recommend it, if you have the chance to take your own walks.

The 3-Day is not until <Month>, but it's my hope to complete my fundraising in the next few months! If you'd like to donate to this incredible cause, please click the link at the end of this email to go to my personal fundraising webpage, or if you'd like to send it via the good old fashioned USPS, there's a link to a printable donation form on that webpage. A final option, especially if you're craving some human contact is to call 800-996-3DAY and the nice people at the 3-Day can take your donation over the phone.

Again, I understand the uncertainty surrounding all of us right now. But one thing that is certain is the ongoing struggle of so many women and men battling breast cancer and that's why I'm asking for your help. Let's come together and **help those in need today**.

Thank you so much! Stay safe and be well!

Sample Thank You Letter

Dear _____,

Thank you for your donation of <\$___> to my Susan G. Komen 3-Day® fundraising account.

As you know, these are difficult and uncertain times and many breast cancer patients have concerns about potential delays in surgeries and what it means for their treatment, while others need financial assistance to maintain their treatment.

Supporting the unique needs of those affected by breast cancer is Susan G. Komen's top priority. Your thoughtful donation will provide information, find alternative resources or help people stay in treatment by providing financial assistance to help remove barriers to care. Donors ensure important services continue for those in need, including:

- **Komen's Breast Care and Clinical Trials Helpline**, which is receiving record-high call volume
- **Komen's Treatment Assistance program**, which provides financial assistance to patients going through treatment
- Guiding patients through difficult decisions and providing **psychosocial support** from oncology social workers
- Komen's **advocacy for breast cancer patients** and their needs among policy makers
- Funding lifesaving **research** and clinical trials to discover new treatments

Because of people like you, Komen can ensure important services continue for those in need. To learn more about how you can support the unique needs of breast cancer patients during this health and economic crisis please visit coronavirus.komen.org.

I'll be keeping all of my donors in mind, and in my heart, as I walk 60 miles for the Komen 3-Day. Without your generosity, none of this would be possible.

Sincerely,

Sample Social Media Post

Right now, our day-to-day lives have changed, but unfortunately the fight to end breast cancer is not over. I know donating may not be your top priority right now, and I completely understand. Yet I am still asking for your support because funds raised for breast cancer patients and survivors during the COVID-19 pandemic is imperative. Over the next few months, I am moving forward with my fundraising efforts for the Susan G. Komen 3-Day so that Komen can continue to serve the women, men and families impacted by breast cancer, many who are most at risk from COVID-19. Can I count on your support?