

# Peer-to-Peer Fundraising Toolkit

## Email Samples



THE  
FUTURE  
NEEDS  
US **NOW**

All fundraising resources available at [wiscmedicine.org/fundraise/resources](https://www.wiscmedicine.org/fundraise/resources)

# The Future Needs Us Now — the Campaign for Wisconsin Medicine

UW Health and the University of Wisconsin School of Medicine and Public Health are ushering in a new era of medicine — one that builds on breakthroughs to save more lives by simultaneously predicting the future and creating it.

By blazing the trail for the next frontier of health care, Wisconsin Medicine is integrating patient care, research, and academics in an unprecedented partnership for one critical purpose: human wellness.

At precisely this moment, UW Health and the UW School of Medicine and Public Health are making cutting-edge breakthroughs and inspiring the next generation to spark new ideas with creativity and empathy that is unmatched. We're redefining the patient experience, uncovering new treatments, and creating lifesaving cures. But there's more work to be done. And it's up to all of us — the local and global community alike — to join with the brightest minds in research and care to improve lives. Let's lead the charge and illuminate endless opportunities for a healthier tomorrow.

It's time to shape the future of health care.

## Email Samples

Email is one of the easiest and most effective ways to fundraise. This should be at the core of your outreach strategy.

Utilize the following email templates for inspiration as you announce your newly created fundraising campaign or impact opportunity reminders.

### The Foundation of Fundraising Emails

Successful communication begins with a few key elements which accelerate the rate of obtaining your fundraising goal.

**MAKE IT PERSONAL** – People give to people. Know that your network has interest in supporting valuable causes, but most importantly will want to support you as an individual! Be sure to add your “why” in the email templates to accentuate your personal ambitions.

**CLARITY** – Clearly communicate your goal. What do you want from your network, and what impact will their contribution have on your cause? Be clear on your intentions in your email communication.

**URGENCY** – Create a sense of urgency by setting a fundraising end date. When does your campaign conclude? Be sure to include these details in your communication.

**VISUALS** - Images can tell a story in instances where words cannot. The more you use visuals, the more you can engage your supporters through emotional appeal.

### Samples

*In addition to the email templates specific to cancer, pediatrics, transplant, Alzheimer’s and general care causes, visit [wiscmedicine.org/fundraise](http://wiscmedicine.org/fundraise) for specific letters and social media samples for inspiration as you promote your fundraiser.*

## **UW Health | Carbone Cancer Center**

Email Sample 1, *Request Monetary Support*

**SUBJECT LINE:** Join Me! The Future Needs Us Now

Dear **[RECEIPIENT NAME]**,

I'm supporting and raising awareness for the UW Health | Carbone Cancer Center, and it would mean so much to me if you would consider supporting me to ensure that every patient has the access needed to achieve better outcomes.

Please click here **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** to view and support my fundraising ambitions while helping transform the future of cancer research and patient care! It'll only take a few seconds and any donation large or small would be so wonderful and make such a big difference.

A world without cancer. Sound too good to be true? Not to the team at the Carbone Cancer Center, who focus on research, advanced treatments, the latest clinical trials, and unrivaled compassionate care. However, remaining among the nation's top cancer centers takes more than the brightest minds in medicine. It requires the dedication of donors. Carbone's work is guided by three overarching goals: innovative and impactful research, patient- and family-centered care, and community and collaborative partnerships — all in an effort to find cancer cures. Because what a wonderful world that would be.

Our gifts are critical to helping the team of experts in every cancer specialty at the Carbone, who stop at nothing in their rigorous pursuit of ending cancer — for good.

Again, to support my campaign please visit **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** and click on the **DONATE** button.

Thanks so much for your support!

**[SENDER NAME]**

## **UW Health | Carbone Cancer Center**

Email Sample 2, *Request Distribution of Fundraising Page*

**SUBJECT LINE:** Join Me! Let's Cure Cancer

Dear **[RECEIPIENT NAME]**,

I need your help! Spreading the word about the UW Health | Carbone Cancer Center helps raise awareness and much needed philanthropic support to ensure that every patient has the access needed to achieve better outcomes here in Wisconsin.

**[INSERT YOUR STORY HERE – WHY ARE YOU LOOKING TO MAKE AN IMPACT THROUGH YOUR FUNDRAISER?]**

I'm contacting everyone I know to ask them to share my fundraising page **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** with their friends and family. Sharing on social media or forwarding this email with a simple message from you to your closest friends would be so wonderful and make such a big difference.

If you're willing, can you please share this link: **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** with everyone you know and ask them to check it out?

Thanks so much for your support!

**[SENDER NAME]**

## **UW Health | Carbone Cancer Center**

Email Sample 3, *Share Gratitude*

**SUBJECT LINE:** Thank you!

Dear **[RECEIPIENT NAME]**,

My fundraising campaign has officially concluded, but the impact of your contribution will continue! I am extremely grateful for the support you have shown by helping gain awareness and much needed philanthropic support to ensure that every patient at the UW Health | Carbone Cancer Center has the access needed to achieve better outcomes here in Wisconsin.

With your help, we have raised **[DOLLAR AMOUNT RAISED]** towards benefiting the Carbone Cancer Center! I encourage you to follow Carbone on [Facebook](#) and [Twitter](#) to stay up to date on their work, and see how your support is fueling their mission.

Thank you again for your generous support!

**[SENDER NAME]**

## American Family Children's Hospital

Email Sample 1, *Request Monetary Support*

**SUBJECT LINE:** Join Me! The Future Needs Us Now

Dear **[RECEIPIENT NAME]**,

I'm supporting and raising awareness for the American Family Children's Hospital, and it would mean so much to me if you would consider supporting me to ensure that remarkable patient- and family-centered care can continue in Wisconsin for generations to come.

Please click here **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** to view and support my fundraising ambitions because every child is worth it! It'll only take a few seconds and any donation large or small will help provide hope to children in need.

To save a child, we do whatever it takes. For the experts in medicine and surgery at American Family Children's Hospital, that's more than a mind-set — it's a mission they've dedicated their lives to fulfilling. For more than 100 years, the children's hospital has been focused on caring for all kids, including the sickest and most seriously injured infants, children, and adolescents.

Our gifts are critical to helping the American Family Children's Hospital and the UW's Department of Pediatrics conduct groundbreaking pediatric research and clinical trials that save lives, achieve the best outcomes possible, and remain among the nation's top children's hospitals.

Again, to support my campaign please visit **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** and click on the **DONATE** button.

Thanks so much for your support!

**[SENDER NAME]**

## **American Family Children's Hospital**

Email Sample 2, *Request Distribution of Fundraising Page*

**SUBJECT LINE:** Join Me! Every Child Is Worth It

Dear **[RECEIPIENT NAME]**,

I need your help! Spreading the word about the American Family Children's Hospital helps gain awareness and much needed money to provide hope for the sickest and most seriously injured infants, children, and adolescents in need.

**[INSERT YOUR STORY HERE – WHY ARE YOU LOOKING TO MAKE AN IMPACT THROUGH YOUR FUNDRAISER?]**

I'm contacting everyone I know to ask them to share my fundraising page **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** with their friends and family. Sharing on social media or forwarding this email with a simple message from you to your closest friends would be so wonderful and make such a big difference.

If you're willing, can you please share this link: **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** with everyone you know and ask them to check it out?

Thank you for your support!

**[SENDER NAME]**



## **American Family Children's Hospital**

Email Sample 3, *Share Gratitude*

**SUBJECT LINE:** Thank you!

Dear **[RECEIPIENT NAME]**,

My fundraising campaign has officially concluded, but the impact of your contribution will continue! I am extremely grateful for the support you have shown by helping gain awareness and much needed money to enable the American Family Children's Hospital the ability to provide hope for the sickest and most seriously injured infants, children, and adolescents in need here in Wisconsin.

With your help, we have raised **[DOLLAR AMOUNT RAISED]** towards benefiting the American Family Children's Hospital! I encourage you to follow the children's hospital on [Facebook](#) and [Instagram](#) to stay up to date on their work, and see how your support is fueling their mission.

Thank you again for your generous support!

**[SENDER NAME]**

## **UW Health Transplant Center**

Email Sample 1, *Request Monetary Support*

**SUBJECT LINE:** Join Me! The Future Needs Us Now

Dear **[RECEIPIENT NAME]**,

I'm supporting and raising awareness for the UW Health Transplant Center, and it would mean so much to me if you would consider supporting me to help give patients a second chance at life!

Please click here **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** to view and support my fundraising ambitions.

Transforming the lives of transplant patients is what renowned UW experts have been able to achieve for more than 55 years — and what a gift from you can continue to accomplish. By contributing to the UW Health Transplant Center, you'll ensure the center remains at the forefront of new medications, technology, patient care systems, and surgical techniques that'll improve the organ donation and transplantation experience.

Since the inception of the organ donation and transplant programs, nearly 20,000 patients from around the world have received their gift of life from an organ donor. And your philanthropic gift will help to further efforts to advance treatment and care, and direct the future of transplantation. Now that's transformational.

Again, to support my campaign please visit **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** and click on the **DONATE** button.

Thanks so much for your support!

**[SENDER NAME]**

## **UW Health Transplant Center**

Email Sample 2, *Request Distribution of Fundraising Page*

**SUBJECT LINE:** Join Me!

Dear **[RECEIPIENT NAME]**,

I need your help! Spreading the word about the UW Health Transplant Center helps gain awareness and much needed money as we help give patients a second chance at life!

**[INSERT YOUR STORY HERE – WHY ARE YOU LOOKING TO MAKE AN IMPACT THROUGH YOUR FUNDRAISER?]**

I'm contacting everyone I know to ask them to share my fundraising page **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** with their friends and family. Sharing on social media or forwarding this email with a simple message from you to your closest friends would be so wonderful and make such a big difference.

If you're willing, can you please share this link: **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** with everyone you know and ask them to check it out?

Thanks so much for your support!

**[SENDER NAME]**

## **UW Health Transplant Center**

Email Sample 3, *Share Gratitude*

**SUBJECT LINE:** Thank you!

Dear **[RECEIPIENT NAME]**,

My fundraising campaign has officially concluded, but the impact of your contribution will continue! I am extremely grateful for the support you have shown by helping gain awareness and much needed money to enable the UW Health Transplant Center the ability to help give patients a second chance at life!

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With your help, we have raised **[DOLLAR AMOUNT RAISED]** towards benefiting the UW Health Transplant Center! I encourage you to follow the UW Health accounts on [Facebook](#), [Twitter](#) and [Instagram](#) to stay up to date on the advancements of the UW Health Transplant Center and see how your support is fueling their mission.

Thank you again for your generous support!

**[SENDER NAME]**

## Initiative to End Alzheimer's

Email Sample 1, *Request Monetary Support*

**SUBJECT LINE:** Join Me! The Future Needs Us Now

Dear **[RECEIPIENT NAME]**,

I'm supporting and raising awareness for the Initiative to End Alzheimer's, and it would mean so much to me if you would consider supporting me to make Alzheimer's disease a distant memory!

Please click here **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** to view and support my fundraising ambitions because the questions of who gets Alzheimer's disease — and why — are closer than ever to being answered.

Every 65 seconds someone in the United States develops Alzheimer's disease. It's the only disease among the nation's top 10 leading causes of death that has no treatment, prevention, or cure. The vision of the UW Initiative to End Alzheimer's is to improve early and accurate diagnosis, treatment, and care for patients with Alzheimer's disease and related dementias. At the same time, UW researchers are focusing on the long-term goal of preventing Alzheimer's disease. These researchers are part of a network of Alzheimer's Disease Research Centers across the country and collaborate internationally. Nearly 5,000 Wisconsinites are currently enrolled in Alzheimer's disease research studies at UW–Madison. By using innovative brain imaging, UW scientists have painstakingly traced the progression of the unique brain plaques and tangles associated with Alzheimer's disease.

Again, to support my campaign please visit **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** and click on the **DONATE** button.

Thanks so much for your support!

**[SENDER NAME]**

## **Initiative to End Alzheimer's**

Email Sample 2, *Request Distribution of Fundraising Page*

**SUBJECT LINE:** Join Me in making Alzheimer's disease a distant memory!

Dear **[RECEIPIENT NAME]**,

I need your help! Spreading the word about the Initiative to End Alzheimer's helps gain awareness and much needed money because the questions of who gets Alzheimer's disease — and why — are closer than ever to being answered.

**[INSERT YOUR STORY HERE – WHY ARE YOU LOOKING TO MAKE AN IMPACT THROUGH YOUR FUNDRAISER?]**

I'm contacting everyone I know to ask them to share my fundraising page **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** with their friends and family. Sharing on social media or forwarding this email with a simple message from you to your closest friends would be so wonderful and make such a big difference.

If you're willing, can you please share this link: **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** with everyone you know and ask them to check it out?

Thank you for your support!

**[SENDER NAME]**

## **Initiative to End Alzheimer's**

Email Sample 3, *Share Gratitude*

**SUBJECT LINE:** Thank you!

Dear **[RECEIPIENT NAME]**,

My fundraising campaign has officially concluded, but the impact of your contribution will continue! I am extremely grateful for the support you have shown by helping gain awareness and much needed philanthropic support because the questions of who gets Alzheimer's disease — and why — are closer than ever to being answered!

With your help, we have raised **[DOLLAR AMOUNT RAISED]** towards benefiting the Initiative to End Alzheimer's! I encourage you to follow their social accounts on [Facebook](#), [Twitter](#) and [Instagram](#) to stay up to date on the medical advancements of Alzheimer's Disease and to see how your support is fueling their mission.

Thank you again for your generous support!

**[SENDER NAME]**

## General Care Cause

Email Sample 1, *Request Monetary Support*

**SUBJECT LINE:** Join Me! The Future Needs Us Now

Dear **[RECEIPIENT NAME]**,

I'm supporting and raising awareness for **[CARE CAUSE]** as part of the Wisconsin Medicine campaign, and it would mean so much to me if you would consider supporting me to help blaze the trail for the next frontier of health care!

Please click here **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** to view and support my fundraising ambitions to help shape the future of health care.

**[OPPORTUNITY TO PROVIDE RELEVANT INFORMATION ABOUT YOUR CARE CAUSE]**

At precisely this moment, UW Health and the UW School of Medicine and Public Health are making cutting-edge breakthroughs and inspiring the next generation to spark new ideas with creativity and empathy that is unmatched. We're redefining the patient experience, uncovering new treatments, and creating lifesaving cures. But there's more work to be done. And it's up to all of us — the local and global community alike — to join with the brightest minds in research and care to improve lives.

Again, to support my campaign please visit **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** and click on the **DONATE** button.

Thanks so much for your support!

**[SENDER NAME]**



## **General Care Cause**

Email Sample 2, *Request Distribution of Fundraising Page*

**SUBJECT LINE:** Join Me!

Dear **[RECEIPIENT NAME]**,

I need your help! Spreading the word about **[CARE CAUSE]** helps gain awareness and much needed money as part of the Wisconsin Medicine campaign which is blazing the trail for the next frontier of health care!

**[INSERT YOUR STORY HERE – WHY ARE YOU LOOKING TO MAKE AN IMPACT THROUGH YOUR FUNDRAISER?]**

I'm contacting everyone I know to ask them to share my fundraising page **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** with their friends and family. Sharing on social media or forwarding this email with a simple message from you to your closest friends would be so wonderful and make such a big difference.

If you're willing, can you please share this link: **[INSERT YOUR FUNDRAISING PAGE LINK HERE]** with everyone you know and ask them to check it out?

Thanks so much for your support!

**[SENDER NAME]**

## **General Care Cause**

Email Sample 3, *Share Gratitude*

**SUBJECT LINE:** Thank you!

Dear **[RECEIPIENT NAME]**,

My fundraising campaign has officially concluded, but the impact of your contribution will continue! I am extremely grateful for the support you have shown by helping gain awareness and much needed money to enable the **[CARE CAUSE]** the ability to **[IMPACT ON PATIENTS AND/OR COMMUNITY]**!

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With your help, we have raised **[DOLLAR AMOUNT RAISED]** towards benefiting the **[CARE CAUSE]**! I encourage you to follow the **[CARE CAUSE]** on Facebook, Twitter and Instagram **[LOCATE AND HYPERLINK LIST OF SOCIAL MEDIA ACCOUNTS TO YOUR CARE CAUSE]** to stay up to date on their work, and see how your support is fueling their mission.

Thank you again for your generous support!

**[SENDER NAME]**