

# Peer-to-Peer Fundraising Toolkit

## Letter Samples



THE  
FUTURE  
NEEDS  
US **NOW**

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

## Letter Samples

Fundraising letters are important because they give you an opportunity to demonstrate your financial needs, get friends and family involved with your cause, tell your emotional story, and show your network why their gifts are critical to advancing the future of health.

### The Quest for the Perfect Fundraising Letter

As you craft your letter to request fundraising support, it's important to acknowledge a few concepts that help develop a compelling and effective letter. These concepts include:

**MAKE IT PERSONAL** – There is a reason your contacts are within your network. Be sure to personalize your letter specific to your individualized relationships. You do not want your recipients to feel like they are just one of many receiving your letters.

**TELL YOUR STORY** – People give to people. Your contacts will want to support your cause; however, they will want to know your connection to your fundraising care cause. Share why your care cause matters to you.

**DEFINE THE PROBLEM** – Is your care cause currently faced with larger issues and problems that you're motivated to improve?

**USE CLARITY** – Be clear on your ask. Also be intentional on what impact you are looking to provide your care cause through your efforts by being a community champion.

**CALL TO ACTION** – Be sure to present your fundraising URL in a clear manner within your letter and provide actionable urgency by sharing your campaign end date. Mentioning that others have already contributed to your campaign and noting your current progress is also a powerful tool in generating support.

## **Establish Your Initiative**

In addition to incorporating the concepts above, be sure to focus on the “you” and “we” language in your letter, while trying to focus on utilizing “you.” Your outreach should be about the recipient and the impact they can make in supporting your fundraiser. The letter should directly appeal to them. Using “you” and “we” language is important and helps provide a touch of human interest to your communication.

## **Samples**

*Fundraising letters communicate the needs of your care cause, provide your network the information on how they can help, and ask them to get involved. Your letter provides a valuable opportunity to share your story, show the impact others can make with a gift to your fundraising campaign while gaining support for your mission.*

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

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

### Letter Sample 1

Dear **[RECEIPIENT NAME]**,

I hope this letter finds you doing well! I am excited to share that I am supporting the UW Health | Carbone Cancer Center during the Wisconsin Medicine campaign by playing an active role as a community champion. My fundraising efforts are helping the Carbone Cancer Center remain among the nation's top cancer centers by providing the brightest minds in medicine the opportunity to find cancer cures for the generations of today and tomorrow.

#### **[INSERT YOUR FUNDRAISING PAGE LINK HERE\*]**

*\*provide/set your vanity URL by visiting your fundraising page, clicking MANAGE in upper right corner, clicking on DETAILS tab, scroll down to "Set Your Vanity URL" to insert custom shortened link name*

#### **[YOUR STORY HERE – WHY ARE YOU SUPPORTING THIS? WHAT IMPACT HAS THIS CARE CAUSE HAD ON YOU/YOUR FAMILY/YOUR FRIENDS?]**

Please join me in doing whatever you can to ensure that every patient has the access needed to achieve better outcomes. Our gifts are critical to helping the team of experts in every cancer specialty at the UW Health | Carbone Cancer Center, who stop at nothing in their rigorous pursuit of ending cancer — for good.

Again, to support my campaign please visit the web link provided above to learn more. Thanks so much for your support!

**[SENDER NAME]**

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

### Letter Sample 1

Dear **[RECEIPIENT NAME]**,

I hope this letter finds you doing well! I am excited to share that I am supporting the American Family Children's Hospital during the Wisconsin Medicine campaign by playing an active role as a community champion. My fundraising efforts are providing hope to children in need.

**[INSERT YOUR FUNDRAISING PAGE LINK HERE\*]**

*\*provide/set your vanity URL by visiting your fundraising page, clicking MANAGE in upper right corner, clicking on DETAILS tab, scroll down to "Set Your Vanity URL" to insert custom shortened link name*

**[YOUR STORY HERE – WHY ARE YOU SUPPORTING THIS? WHAT IMPACT HAS THIS CARE CAUSE HAD ON YOU/YOUR FAMILY/YOUR FRIENDS?]**

Please join me in doing whatever you can to ensure that remarkable patient- and family-centered care can continue in Wisconsin for generations to come. 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 the web link provided above to learn more. Thanks so much for your support!

**[SENDER NAME]**

## **UW Health Transplant Center**

### Letter Sample 1

Dear **[RECEIPIENT NAME]**,

I hope this letter finds you doing well! I am excited to share that I am supporting the UW Health Transplant Center during the Wisconsin Medicine campaign by playing an active role as a community champion. My fundraising efforts are helping give patients a second chance at life!

**[INSERT YOUR FUNDRAISING PAGE LINK HERE\*]**

*\*provide/set your vanity URL by visiting your fundraising page, clicking MANAGE in upper right corner, clicking on DETAILS tab, scroll down to "Set Your Vanity URL" to insert custom shortened link name*

**[YOUR STORY HERE – WHY ARE YOU SUPPORTING THIS? WHAT IMPACT HAS THIS CARE CAUSE HAD ON YOU/YOUR FAMILY/YOUR FRIENDS?]**

Please join me in doing whatever you can to ensure the transplant center remains at the forefront of new medications, technology, patient care systems, and surgical techniques that'll improve the organ donation and transplantation experience. Our gifts 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 the web link provided above to learn more. Thanks so much for your support!

**[SENDER NAME]**

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

### Letter Sample 1

Dear **[RECEIPIENT NAME]**,

I hope this letter finds you doing well! I am excited to share that I am supporting the Initiative to End Alzheimer's during the Wisconsin Medicine campaign by playing an active role as a community champion. My fundraising efforts are helping the Initiative to End Alzheimer's because the questions of who gets Alzheimer's disease — and why — are closer than ever to being answered.

**[INSERT YOUR FUNDRAISING PAGE LINK HERE\*]**

*\*provide/set your vanity URL by visiting your fundraising page, clicking MANAGE in upper right corner, clicking on DETAILS tab, scroll down to "Set Your Vanity URL" to insert custom shortened link name*

**[YOUR STORY HERE – WHY ARE YOU SUPPORTING THIS? WHAT IMPACT HAS THIS CARE CAUSE HAD ON YOU/YOUR FAMILY/YOUR FRIENDS?]**

Please join me in doing whatever you can to ensure we make Alzheimer's disease a distant memory!

Again, to support my campaign please visit the web link provided above to learn more. Thanks so much for your support!

**[SENDER NAME]**



## General Care Cause

### Letter Sample 1

Dear **[RECEIPIENT NAME]**,

I hope this letter finds you doing well! I am excited to share that I am supporting the **[RECEIPIENT NAME]** during the Wisconsin Medicine campaign by playing an active role as a community champion. My fundraising efforts are helping blaze the trail for the next frontier of health care!

**[INSERT YOUR FUNDRAISING PAGE LINK HERE\*]**

*\*provide/set your vanity URL by visiting your fundraising page, clicking MANAGE in upper right corner, clicking on DETAILS tab, scroll down to "Set Your Vanity URL" to insert custom shortened link name*

**[YOUR STORY HERE – WHY ARE YOU SUPPORTING THIS? WHAT IMPACT HAS THIS CARE CAUSE HAD ON YOU/YOUR FAMILY/YOUR FRIENDS?]**

Please join me in doing whatever you can to ensure UW Health and the UW School of Medicine and Public Health can continue making cutting-edge breakthroughs and inspiring the next generation to spark new ideas with creativity and empathy that is unmatched. 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 the web link provided above to learn more. Thanks so much for your support!

**[SENDER NAME]**