



Email Guide – Sun Run 2022

Emails should play a key role in your fundraising strategy. They offer a quick and easy option for you to speak directly to friends and family. Plus, they can link directly to your page offering an easy donation avenue!

Be prepared to be pleasantly persistent with your outreach. Some people might respond right away, but it might take a couple emails to get a response from others. We recommend making a schedule for outreach. Whether it's weekly or monthly, your follow-ups will help build a path to fundraising success!

See below for suggested copy to help you craft winning emails to your contacts. Feel free to customize them as needed, or even start from scratch to meet your own personal style!

Asking for Donations

Hi [First Name],

Do you remember what you wanted to be when you grew up? Did you aspire to be an astronaut, a doctor, or something else entirely? Did your health ever get in the way of those big dreams?

For many of us, our health never prevented us from dreaming big and seeking to achieve our highest potential, but that's not the case for all children in our community. Too many kids today must remain focused on just trying to stay healthy instead of achieving their dreams. SSM Health Cardinal Glennon Children's Hospital seeks to let all children reach for their highest potential by providing world-class health care, regardless of a family's ability to pay.

This is why I am asking you to support my participation in the 2022 Sun Run for Cardinal Glennon Children's Hospital. I have set my fundraising goal at [XXXX] and will need your help to get there. Together we can help all children achieve **A Future Deserved.**

Join me today! [Insert link to personal Sun Run fundraising page]





Donation Reminder (Send at least 1 week after first email)

Hi [First Name],

Don't forget! I am participating in the 2022 Sun Run to support all the kiddos at Cardinal Glennon. I've set a personal goal to raise [\$XXXX] and so far we've already raised [\$XXXX]! Would you consider donating? Your support can allow more kids in our community to reach for the stars and realize **A Future Deserved**.

Just a few examples of how your gift could make an impact:

\$100 – Can provide a safe sleep environment for a family in need, which includes a portable crib and bedding, a sleep sack, and other safety items.

\$50 – Can furnish a family in need with a new, age-appropriate car seat.

\$25 – Can cover the average hourly cost for social work or pastoral care support for our families.

\$10 – Can buy a gas card for a family in need, to help make sure they can make it to their child's medical appointment.

Thanks so much!

[Insert Name]

My Personal Page: [Insert link to personal Sun Run fundraising page]





Thanks for your donation

Hi [First Name],

You are amazing. Thank you for supporting my 2022 Sun Run Fundraising Page! All the donations raised will go directly to Cardinal Glennon Children's Hospital, so they can continue to provide the highest quality, safest and best care to patients regardless of their family's ability to pay.

Thanks so much!

[Insert Name]

