



Fundraising Email Templates

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? Maybe you dreamed of becoming an astronaut, a doctor, a teacher, an athlete—or something completely unique. As kids, we're encouraged to dream big. For many of us, our health never stood in the way of those dreams. But for some children, simply getting healthy is the challenge they face every day.

That's why Cardinal Glennon means so much to our community. When a child is sick or injured, they provide expert care, hope, and support for the entire family. They help kids focus less on their illness and more on being kids—dreaming, growing, learning, and reaching their full potential.

This year, I'm participating in the 2026 Sun Run benefiting SSM Health Cardinal Glennon Children's Hospital, and I've set a fundraising goal of [\$XXXX]. I would be so grateful if you would consider supporting my efforts with a donation. Your gift supports the Devoted Fund, which helps Cardinal Glennon meet the most urgent needs of patients and families while investing in the future of children's healthcare. From advancing critical programs and services to supporting the future home of Cardinal Glennon, the Devoted Fund helps ensure children receive the exceptional care they deserve—today and for generations to come.

Every dollar makes a difference, and together we can help more children reach for the stars and realize 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 2026 Sun Run to support Cardinal Glennon. I've committed to raising [\$XXXX] and still have [\$XXXX] to go before reaching my goal. Would you consider making a gift? Every donation helps provide compassionate, expert care for children and families who depend on Cardinal Glennon.

Your generosity supports the programs, services, and future growth of this incredible hospital, ensuring kids receive the care they deserve today and for generations to come.

Thank you for helping more children reach for the stars and realize **A Future Deserved**.

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 your donation to my Sun Run team! Every dollar raised goes directly to the Devoted fund at SSM Health Cardinal Glennon Children's Hospital.

Your generosity does so much more than support a single event. Through the Devoted Fund, your gift helps provide exceptional pediatric care for children today while investing in the future of Cardinal Glennon. From advancing critical programs and services to supporting the new home of Cardinal Glennon, your donation helps strengthen a ministry that has cared for millions of children and will continue making a difference for generations to come.

Thank you for being part of this mission and helping bring hope and healing to kids who need it most.

Thanks so much!

[Insert Name]

