

 **General Donation Ask**

***Example email Template***

Dear NAME,

Begin with your personal story

There are (insert problem that you are trying to solve). While ACS CAN is already (insert what ACS CAN is doing to address the issue), we need your help.

You can help by donating to ACS CAN. Your support is crucial in the fight against cancer and to make sure no one hears the words “you have cancer” again.

Thank you in advance for your support! Your donation is greatly appreciated and will be used toward finding a cure!

Sincerely,

NAME

Contributions or membership payments to the American Cancer Society Cancer Action Network, Inc. are not tax deductible

***Example***

Dear Samantha,

In 2018 I started volunteering with the American Cancer Society Cancer Action Network. Five years ago I lost my mom to cancer and I vowed I would take action so that no one has to go through what we went through.

There are millions of people dying of cancer each year. While ACS CAN is already fighting for more cancer research, better quality of life for patients, and cancer prevention, we need your help.

You can help by donating to ACS CAN here. Your support is crucial in the fight against cancer and to make sure no one has to hear the words, “you have cancer” again.

Thank you in advance for your support! Your donation is greatly appreciated and will be used toward finding a cure!

Sincerely,

Jose

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