

 **Non-Event Fundraising Ask**

***Example email Template***

Dear Name,

You might have heard that I’m fundraising to insert reason why you’re fundraising. This cause is very important to me because supply a personal reason why you are involved with ACS CAN.

I’m encouraged by the support I’ve already received, but I still need help reaching my fundraising goal of insert dollar amount.

Would you be willing to make a contribution to my fundraiser? A gift of any amount would mean the world to me.

To donate, simply click the link to my fundraiser below:

Thank you!

Name

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

***Example***

Dear Robert,

You might have heard that I’m fundraising to support ACS CAN, an organization I am very passionate about. This cause is important to me because I lost my father to cancer. He was a long time smoker who was unable to quit. ACS CAN advocates at every level of government to pass laws that prevent children from smoking and help adults quit. That’s why I want to do my part by helping advance ACS CAN’s important mission.

I’m encouraged by the support I’ve already received, but I still need help reaching my fundraising goal of $500.

Would you be willing to make a contribution to my fundraiser? A gift of any amount would mean the world to me.

To donate, simply click the link to my fundraiser below:

Thank you!

Melissa

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