

## How To Create A Successful Email Campaign

We encourage you to consider that your address book is full of potential donors. This document will help you engage these people and assist in making your fundraising more successful. A few key things to remember: people give to people and someone must ask. The reason to give and the impact must be clear.

**Content:** What do I write about?

- **Subject heading:** Choose a subject that will let the recipient of your email know the purpose. (and maybe more importantly, that it is NOT SPAM). Some possible subject headings:
  - I'm [running/walking/riding/doing a triathlon] to fight cancer...join me.
  - Help me support LIVESTRONG in 2011
- **Personalize the email:** Start with a story about your personal connection to cancer and why you decided to join the fight with Team LIVESTRONG. Your readers want to know what makes this cause important to **YOU**.

### Example A (personal story)

*My [e.g., husband, wife, mother, father, best friend], [insert name], was diagnosed with [type of cancer] in [insert date, e.g. the spring of XXXX; May 3, 2007; etc]. Almost immediately, our friends, family members, doctors, nurses pulled together to create a team that he/she could count on.*

*[Insert sentence about outcome: e.g., we lost Joe last year, but I haven't stopped fighting! I remember his courage and am raising money this year in his memory.]*

OR

*Joe is doing better than ever today. He is back to [insert job, hobbies, etc: e.g. the law firm, fishing, watching college football] and I am still proud to be a part of his team! I joined Team LIVESTRONG this year to honor his new life as a survivor.]*

*When I cross the finish line in [insert location], after [insert event: e.g., riding my bike for 70 miles], I want you to be there -- in spirit or in person -- as part of my team!*

- If you do not have a personal story that you feel comfortable sharing, you can also begin your email with more general information on cancer.

*Example B (general cancer information)*

*Today, there are 28 million people worldwide living with cancer and there is still a stigma that exists around this disease. The LIVESTRONG way of life holds that speaking out about cancer is imperative. If we let cancer pick us off in silence, without screaming as it takes the people we love, without protesting at the top of our lungs as more and more of us are affected, nothing will change. I have chosen to be part of Team LIVESTRONG because I believe participation is an important weapon in the global fight against cancer.*

OR

*In 2010, cancer became the number one cause of death on this planet and one in three men and 1 in two women will be diagnosed with cancer during their lifetime. Cancer has taken a toll on billions of families already, but we can each make a difference in our own way. I've decided to join Team LIVESTRONG and raise awareness and funds for the fight against cancer.*

- **Include information about LIVESTRONG:** By including information about our cancer resources you are allowing them to see how they money will be used and the direct impact of those it will serve.

*Example (cancer support)*

*LIVESTRONG offers one-on-one support for survivors to help them face the challenges of cancer head-on. If you or someone you know has been affected by cancer, call 866.673.7205, Monday through Friday from 9 a.m.–5 p.m. CST, or visit [LIVESTRONG.org/cancersupport](http://LIVESTRONG.org/cancersupport).*

- **Include a “call-to-action” on how they can donate:** Be clear and concise in your ask.

*Example (donation ask)*

*Visit my fundraising website (insert personal URL), where you can make a donation online.*

*If you don't want to donate online, you can print off a donation form from my fundraising page (insert personal URL) and mail a check. Please write my Participant ID# (insert number) on the check. All donations must have a donation form attached and should be mailed to the address on the donation form:*

*Lance Armstrong Foundation Events  
National Mail Processing Center  
P.O. Box 6002  
Albert Lea, MN 56007-6602*

- **Thank them!** Kindness is contagious and you really can't thank enough. You can also encourage them to forward your email to their network if they believe in the cause and want to engage further.

**Frequency and type of email:** Please respect the fact that many people receive a lot of email. Be concise with why you're writing yet direct in what you are doing and asking for.

- **Fundraising emails** will determine whether someone is interested in donating to your efforts. Each person in your address book that you consider a potential donor should get one of these emails. (also check our Who do I ask? list, you may have left someone key out)
- **Fundraising update emails** will inform people on the progress you're making in your training and monetary goal. These emails can be sent to people who have not yet donated or to those who have donated but might be interested in donating again. This is based on your discretion.
- **Thank you!** We suggest a personal mailed letter or possibly a postcard to thank them. This takes extra effort but can go a long way in keeping that person as a donor for future requests.
- If someone asks you to remove them from your email list, it's polite to honor this request.