**Example #1**

Dear Friends and Family,

As I type this email, someone is being diagnosed with a blood cancer. To help change this statistic, my daughter \*NAME\* has accepted the nomination to participate in The Leukemia & Lymphoma Society’s Student Visionaries of the Year campaign. I am honored to be a member of this team, and to be a part of funding better treatments and cures for this disease. We have entered a 7-week fundraising competition where every dollar counts!

**How can you help?** It’s simple. Please click on this link: \***INSERT FUNDRAISING LINK\*** and make a donation to our team’s fundraising. All donations are confidential and tax deductible. I genuinely appreciate your support in donating to this incredible cause. In the past 70 years, LLS has donated over $1.5 BILLION dollars to innovative cancer research and the results are proven! Lives are being saved, but there is still work to do. No donation is too large or too small.

Thank you for your support!

Frank

**Example #2**

### Hello,

### My daughter, \*NAME\*, has been selected to compete for The Leukemia Lymphoma Society’s 2024 Student Visionaries of the Year!  I am incredibly proud of this endeavor and responsibility that she is taking on.  As a team member, I am supporting \*NAME\* in her campaign to achieve this impressive honor.  I will be working closely with her as she strives to raise countless dollars and crucial awareness for the Leukemia & Lymphoma Society (LLS) in their mission to find a CURE for blood cancers. Student Visionaries of the Year candidates compete to raise the most money in a campaign from \*KICKOFF DATE\* ending in a celebration on \*FINALE DATE\*. If your company is interested, sponsorships are available as well as other advertising opportunities. Please email me for more information.

### **Every dollar \*NAME\* and her team raises is a dollar in the fight against blood cancer. No amount is too small**.

### We’d appreciate if you could forward this email or share this with everyone on social media to help \*NAME\* and LLS cure blood cancer once and for all!

### Click this link to donate! \*INSERT FUNDRAISING LINK\*

### Jenni Ruiz

**Example #3**

Dear Former LLS Colleagues,

As some of you may know, my oldest daughter Reagan, a junior at Carmel High School, is a 2024 candidate for the Leukemia and Lymphoma Society’s Student Visionaries of the Year.

I don’t need to tell you all the amazing things LLS is doing, obviously, so I’ll cut straight to the point and ask if you would be willing to make a donation to my daughter’s campaign.  Our family thankfully doesn’t have a direct link to blood cancers.  However, when I worked at LLS Reagan became very interested in what we were doing, and the kids who were affected.  One morning she helped with face painting at an Honored Heroes breakfast I’d organized.  One of our heroes was wearing a mask because he was in treatment and very vulnerable.  Reagan was heartbroken that his mother couldn’t see him smile through the mask.  Reagan was maybe 13 at the time and I remember thinking how wise she was not to just acknowledge the suffering our HH was going through, but that his mother had a simple joy taken away from her in watching her child smile. Since that time Reagan has been determined to run for SVOY and make an impact. As soon as I left LLS (and thus she became eligible to run) you can bet she signed up. In fact, she was the first person to sign on for this year’s campaign at the Indiana Chapter (last May!). \*REPLACE WITH PERSONAL STORY/MISSION CONNECTION\*

I know that times are tough for many right now. But I would be so honored if you would donate even a small amount to her campaign through this link: \*INSERT FUNDRAISING LINK\*

Take care,

Julie Markland

**Example #4 (Follow Up Email)**

Amy,

Good to see you today.  I really appreciate all your help and am thrilled you would like to help with Connor's campaign.

Here is the link to the site.  Seriously - any amount is very much appreciated as every dollar counts.

\*INSERT FUNDRAISING LINK\*

I look forward to seeing you in a couple of weeks!

Thanks!

**Example #5 (Follow Up Email)**

Becky,

We talked about Connor's campaign at dinner last night so I thought I would send this to you so you could see the Campaign page (I thought you wouldn't mind that I use your work email).  \*NAME\* is part of the **2024 Student Visionaries of the Year** campaign and I am on his team. Our team will be working to raise money and awareness for **The Leukemia & Lymphoma Society (LLS)** and their mission to cure blood cancers.  Over a million Americans are living with blood cancer, and every three minutes, someone is diagnosed. Leukemia causes more deaths than any other cancer in children under the age of 20. Every dollar we raise goes directly to LLS in support of its long-lasting mission to find a cure for blood cancers and improve the quality of life of patients and their families. This generation of students has one goal, and it is to **be the generation to cure cancer**. To do that, they need our help.

**Our team only has a few weeks left** to reach our fundraising goal and every dollar counts!  How can you help? It’s simple.

Please click on this link: \*INSERT FUNDRAISING LINK\* and make a donation to our team’s fundraising. All donations are confidential and tax deductible. I genuinely appreciate your support in donating to this incredible cause. In the past 70 years, LLS has invested over $1.5 BILLION dollars to innovative cancer research and the results are proven! Lives are being saved, but there is still work to do. No donation is too large or too small.

Thank you for your support!

Julie

**Example #6**

Dear Friends and Family-

My son/daughter, \*NAME\*, has accepted a nomination to participate in The Leukemia & Lymphoma Society’s Student Visionaries of the Year campaign.  I am honored to be a member of her team, she is my daughter of course.  But it is much more than that.  Yes, we are so lucky to still have her with us - yet, there is more.  Alyssa has developed into such a wonderful, caring, responsible young adult.  She will attend college next year to study nursing, with a focus right now on pediatrics.  She wants to give back and feels called to give back - she wants to care for those that face similar challenges she did as a young child.  I find that inspiring and hope you do too. \*REPLACE WITH PERSONAL STORY/MISSION CONNECTION\*

So this email is a personal ask.  Our family has raised funds for LLS in prior campaigns and many of you have helped us do that.  While I'll never say we are complete, I can say this is the campaign that we want to be the capstone on our family's pursuit to help LLS achieve their mission of curing blood cancers while improving the quality of life of patients and their families.

**How can you help?** It’s simple. Please click on this link: \*INSERT FUNDRAISING LINK\* and make a donation to our team’s fundraising (or make a check payable to LLS and mail it to me at the address below). All donations are confidential and tax deductible. There is also more information on our family's battle with leukemia and Alyssa's letter about the campaign via that link too.

The Student Visionaries of the Year campaign is a 7-week philanthropic leadership development program. High schoolers from all over the local area compete in a fundraising competition where every dollar counts.  We genuinely appreciate your support in donating to this incredible cause. For the past 70 years, LLS has donated over $1.5 BILLION dollars to innovative cancer research and the results are proven! Lives are being saved, but there is still work to do. No donation is too large or too small.

In the time it took you to read this email, someone else was diagnosed with a blood cancer.  You can help make a difference - our family has experienced it firsthand.  Thank you for your support!

-Randy