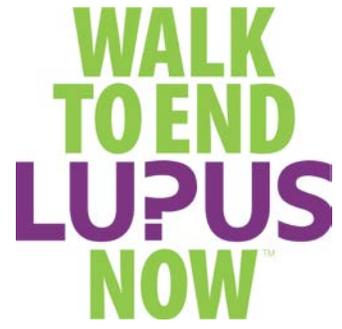


LUPUS FOUNDATION OF AMERICA



## **SAMPLE EMAIL TEMPLATES**

**Email Purpose: Post Event Thank you to Donors**

**Subject line: THANK YOU for your support!**

Dear Friends and Family,

First, I'd like to say a huge **Thank You** to everyone who made a donation to my *Walk to End Lupus Now*<sup>TM</sup> fundraising efforts over the past couple of weeks. I truly appreciate it. The gifts you made will go directly towards programs of research, education and advocacy that will improve the quality of life for all people living with lupus.

The Walk was a great event and it was an inspirational day full of celebration and passion.

Please be sure to check with your employer to see they offer a matching gift program. This is a great way to double your donation!

Thanks again for all your support.

Sincerely,

[fname] [lname]

P.S. The Lupus Foundation of America is a great organization. I encourage you to visit [www.lupus.org](http://www.lupus.org) to see your dollars at work.

**Email Purpose: Post Event Thank You to Non-Donors**

**Subject Line: Thank You**

Dear Friends and Family,

Last week, I joined thousands of people at [city]'s *Walk to End Lupus Now*<sup>TM</sup> for one unified purpose – to end lupus. It was a fun-filled day full of inspiration and hope and I got to discover first-hand the power lupus patients and their families possess. Thank you for all your well wishes and support.

If you haven't done so already, you can still support my fundraising efforts over the next month by making a secure donation on my personal fundraising page: [insert personal page link]. I am so close to my goal of [X AMOUNT]. Every little bit helps.

The gifts you make will go directly towards programs of research, education and advocacy that will improve the quality of life for all people living with lupus.

Thanks again for all your support.

Sincerely,  
[fname] [lname]

P.S. Does your company have a matching gift program? If so, you may be able to double your donation! Check with your employer for more information.

Thanks again.

**Email Purpose: Post Event Thank You to Non-Donors (generic)**

**Subject Line: Thank You**

Dear Friends and Family,

Last week, I joined thousands of people at my community's *Walk to End Lupus Now*<sup>TM</sup> event for one unified purpose – to end lupus. It was a fun-filled day full of inspiration and hope and I got to discover first-hand the power people with lupus and their families possess. Thank you for all your well wishes and support.

If you haven't done so already, you can still support my fundraising efforts over the next month by making a secure donation on my personal fundraising page: [insert personal page link]. I am so close to my fundraising goal. Every little bit helps.

The gifts you make will go directly towards programs of research, education and advocacy that will improve the quality of life for all people living with lupus.

Thanks again for all your support.

Sincerely,  
[fname] [lname]

P.S. Does your company have a matching gift program? If so, you may be able to double your donation! Check with your employer for more information.

Thanks again.

**Email Purpose: Matching Gifts for Donors**

**Subject Line: Thank You for Supporting Me**

Thank you for supporting my fundraising efforts for the Lupus Foundation of America's *Walk to End Lupus Now*<sup>™</sup>. Your generous support of the Foundation and its programs makes it possible to continue working towards bringing an end to lupus.

Every day, lupus exacts a brutal toll on the lives of people affected by this misunderstood and unpredictable disease – physically, emotionally and financially. It ravages different parts of the body, has no known cause and no known cure. While lupus can strike anyone at any time, 90 percent of people who develop lupus are young women in the prime of life. Thank you for joining me in raising money to reduce this tragic statistic.

One last request – please check with your employer to determine if your company has a **matching gift program**. This can potentially double your donation and support.

Thank you again for your contribution,

[first name] [last name]

P.S. To learn more about the Lupus Foundation of America, visit their website at [www.lupus.org](http://www.lupus.org)

**Email Purpose: Sample email to forward to donors**

**Subject Line: Together we can do so much**

**YOUR SAMPLE EMAIL MESSAGE TO FORWARD TO SUPPORTERS (delete above this line):**

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Dear Friends and Family,

On [insert date], I'll be participating in *Walk to End Lupus Now* on behalf of [insert name]. [insert 3-4 sentences on how lupus has affected this person/yourself, the family, etc.]

*The Walk to End Lupus Now*® is an important community event because it raises critical funds to improve the quality of life for all people affected by lupus through programs of research, education, support and advocacy. My personal goal is to raise [insert dollar]. Will you help me in reaching my goal? Every little bit helps.

Lupus is an unpredictable and misunderstood disease in which the immune system is out of balance, causing damage to any organ system in the body. The exact cause of lupus is unknown and while lupus can strike anyone at any time, 90 percent of the 1.5 million Americans living with the disease are females. I invite you to learn more about the Lupus Foundation of America and great work we are doing by visiting: <https://www.lupus.org>.

You can give a secure gift online directly to my walk page at [insert link].

Thank you for your time and generosity,  
[fname] [lname]  
[insert walk page link]

**P.S. Check with your employer to see if your company offers a [Matching Gift Program](#) in which you may be able to double your contribution.**

**Email Purpose: Request for donations**

**Subject Line: Support Me**

Dear Friends and Family,

I will be participating in the *Walk to End Lupus Now™* event in our community to benefit the Lupus Foundation of America this year. Help me discover my fundraising power by making a donation today! Donating is simple and secure; just click on my fundraising link below to make your donation today.

[insert page link]

Lupus is hidden, unpredictable, undefined and misunderstood. It strikes without warning, ravages different parts of the body and can range from a skin rash to a heart attack. Lupus is chronic, debilitating, destructive and can be fatal. There is no known cause and no known cure. I'm participating in *Walk to End Lupus Now™* because I want to make a difference in the lives of the 1.5 million Americans affected by lupus.

I greatly appreciate your support and will keep you posted on my progress.

Because we can solve the cruel mystery of lupus together,

| [fname], [lname]

P.S. Please be sure to check with your employer on their **matching gift program**. It can be a great way to double your donation and further our mission.

**Email Purpose: Fundraising email to teammates**

**Subject Line: Thanks for supporting [insert team name]**

Dear Team Members,

Our team is doing great -- keep up the good work! The cruel mystery of lupus does not daunt us and we are joining thousands who, like us, are raising money to search for a cure for lupus.

A few key tips:

- If you haven't done so, make sure to set your personal fundraising goal for the Walk.
- Your Online Fundraising Center is a great tool. You can manage donations, follow up for donations and send thank you emails in one easy place.
- Don't forget to follow up with the people who have not yet responded to your donation request and send a thank you note to those who have made donations on your behalf.
- If you haven't done so, make your personal donation to your fundraising efforts and send an email to your friends and family asking them to do the same.

Thank you for your great work  
[your name]