

Client: **self on behalf of LUNG FORCE Walk**

Product/Service: **Fundraising Emails**

Objective: **Raise Donations**

LUNG FORCE Walk I completed for the American Lung Association.

These emails were a bit more structure since I had a specific dollar goal in mind and the organization behind the walk was on a national level.

Donation request email with 4% response rate.

### **Donation Request Email #1**

SUBJECT: Help me make lung cancer history

Hi,

I know how busy you are so I'll to my best to keep this short.

I'm walking-for-a-cause...

Sunday, September 25, 2016 American Lung Association (ALA) is sponsoring a 5k LUNG FORCE Walk in Oak Brook, IL

Why Am I Walking?

I am participating in the LUNG FORCE Walk to raise awareness and money to save women's lives. Because **anyone can get lung cancer**. In the last 35 years, the lung cancer death rate has fallen 21 percent among men while INCREASING 116 percent among women.

For my LUNG FORCE walk I've set a goal to raise \$100 and I am asking for your help. To let you know I am committed to this cause and this walk, I've kicked things off by donating \$33.

[CLICK HERE to donate today.](#)

Consider this:

- Did you know More than two-thirds of lung cancer diagnoses are people who have **NEVER** smoked or are former smokers?
- Lung cancer diagnosed and treated at an early stage has a much higher survival rate, but most cases are not diagnosed until later stages.

LUNG FORCE Walk offers added benefits beyond fighting lung disease and lung health awareness –

- Quality Time with Friends – not only do you spend time with old friends, you can spend “healthy” time together. Which is important as you get older.
- Making New Friends – as adults it can be a challenge to make new friends. People are set in their ways or just so busy with life. But getting involved in a charity walk like LUNG FORCE is a great way to meet people who have similar goals or interests as you. People who understand the importance of their health and their family’s health.
- Fresh Air – a chance to break out of the air-conditioned recycled air you breathe every day at work or at home
- Sunshine – ooh that natural light (vitamin D) and with Daylight Savings in just a couple months...Get It While You Can!

As I said earlier, I know you’re busy, which is why if you [CLICK HERE now](#) you can make a donation to a worthy cause, help me reach my goal of \$100 and get back to work in minutes!

Any sized donation is needed and greatly appreciated. Your support is helping me and ALA get across that finish line and get the message out about things like early dedication.

### *To Your Health!*

*Swiss Luster*

*P.S. A helpful tip from the American Lung Association on keeping your lungs healthy...Exercise!*

*Aerobic exercise helps improve your lung capacity. Specific breathing exercises can also help improve your lung function. Exercise and breathing techniques are also great for improving your mood and helping you relax.*

[Make A Donation Today.](#)

## **Donation Request Email #2**

SUBJECT: There's Still Time to Give

Hi,

There is still time to give to the American Lung Association (ALA) LUNG FORCE Walk taking place this coming Sunday, September 25<sup>th</sup>.

It’s quick and painless so [make your donation TODAY.](#)

I will be walking in the 5k. And last week I asked for support and received it! I met my fundraising goal...but I want to raise more!

Your donation is greatly appreciated because you're helping support the American Lung Association (ALA) and their fight against Lung disease, issues and awareness. That starts with early detection, treatment and research to better understand.

[CLICK HERE to donate. Type in my name and give.](#)

*To Your Health!*

*Swiss Luster*

## **Thank you Email #1**

SUBJECT: Thank you for your gift for my LUNG FORCE Walk

<NAME>,

Thank you for joining me in the battle against lung cancer, for lung health and awareness.

Your generous donation will help the American Lung Association (ALA) make lung cancer history and hopefully one day stop lung disease in its tracks.

Because every day, we rely on our lungs to breathe, speak, laugh and sing. To LIVE.

So, thank you again for donating to LUNG FORCE and helping ALA advance lung health—and save lives.

With gratitude,

Swiss

## **Thank you Email #2**

SUBJECT: I couldn't have done it without you

Good morning,

I asked you to step up—and you did!

Thank you again for supporting me in the LUNG FORCE Walk. I'm so happy to let you know that I raised \$200, which will help make lung cancer history.

I couldn't have done it without you. Together, we're making a difference in the lives of people with lung disease.

And don't let the fact that the LUNG FORCE Walk in Oak Brook is over stop you from giving. If you still want to...[donate](#). Because every little bit helps.

Thank you again for your generous support.

Swiss

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