



ASKING YOUR DONORS FOR SUPPORT - EMAIL CAMPAIGNS

The most successful fundraisers have one thing in common: they ask as many people for support as possible, in very personal ways. But how can you ask people to make a donation without seeming insensitive to what's going on in the world? In these times, it can feel challenging to navigate fundraising and asking your donors to support your fundraising efforts. Members of the community are still willing to give, and more than ever, are looking for ways to support the community. After all, by not asking for donations, you have already made the decision for your donors! Before sending your fundraising letter this year, you'll want to plan who you will be sending your fundraising letter to. We recommend including people who have donated to you in the past, family, friends, and others within your network who have expressed an interest in helping the community during this time. Once you've determined who you will be reaching out to, it's time to update your fundraising letter.

Some simple questions that should be answered in the ask:

- What specifically are you doing for the Colon Cancer Foundation?
- Why do you remain committed to raise funds for colorectal cancer during these unprecedented times?
- What does someone's support mean for you this year?
- What is your fundraising goal, and how much progress have you made?
- Where does the money go?

The more personal you can make the letter, the better. That way the donor knows you are relying on them to donate to meet your goal. If you can send it to each donor and add a personal statement, that is the best way to get them to donate. Mass emails definitely will NOT get as many donations because donors don't think that you are relying on them to donate.

