

## Running a 10 Day Email Blitz

A 10-day E-mail Blitz that really works! Feel free to “borrow” text from these examples for your own e-mail Blitz. The key to a 10 Day Blitz is having a goal and a deadline in your fundraising asks...it really helps motivate donors to respond. Try it, and you will be amazed by the results! This is also available electronically on ManageMyRelay.org.

### E-mail #1 – The Original Ask on Day 1. This e-mail should include:

1. Why you Relay – share your motivation for starting or joining a team for the Relay For Life.
2. One sentence including one way the American Cancer Society is fighting cancer.
3. Your fundraising goal and the deadline – (ie. I am trying to raise \$1000 in 10 days)
4. A breakdown of how much you are asking for – (ie. I am sending 100 e-mails, so if each person donated \$10, I would reach my goal)
5. The date and location of the Relay – invite them to stop by
6. The ask – Would you consider making a donation in the next 10 days to support our Relay team?
7. How they can respond – click on the link at the bottom of this e-mail to find my Personal Donation Page and make a credit card donation using our secure site, or print off the donation form and mail it in with a check
8. Thank them for their support
9. Here is an actual successful example from a Relay Online participant in August 2006 (*the names have been changed*)

Help us reach \$1,000 in 10 days!

Cancer has impacted my life again very recently, with the diagnosis of my close friend and small group leader, Mike Smith. He has a rare tumor near his brain and will begin chemotherapy next week. Cancer has touched many people in my life - grandparents, cousins, and friends, and this recent walk with Mike through his diagnosis reminds us why it is so important to raise money for cancer research. Mike's prognosis is much better today than it would have been 10 years ago because of research, and by funding more research in the next 10 years, we will see even more progress toward a cure. In fact, 2004 was the first time in 70 years that cancer deaths actually decreased in the United States. We are making incredible progress!!!

My husband and I are trying to raise \$1,000 in 10 days for the cancer research and patient services of the American Cancer Society. We are e-mailing 100 people, so if each person gave only \$10, we would reach our goal...or possibly exceed it! The Relay takes place at Monarch High School in Louisville on August 4-5. Would you consider making a donation in the next 10 days to support our team?

The easiest way to donate is by clicking on the link at the bottom of this page and using your credit card through the secure website. If you would rather donate by check, you can print off the pdf donation form at the bottom of the webpage and mail it in to the ACS office, or even hand us a check in person, made out to the American Cancer Society.

Thank you for supporting our team in this fight against cancer!

**E-mail #2 – The Follow Up Ask on Day 4. This e-mail should include:**

1. An update on your success so far – (ie. \$600 in the first four days...I'm on track to meet or exceed my goal!)
2. Reiterate your Reason to Relay – restate your reason in a shorter version, using different words.
3. An update on your team progress/theme and if you need any more team members.
4. A soft ask – if you would like to see our team's progress or make a donation...
5. How they can respond – by clicking at the bottom of the e-mail
6. Thank them for their support
7. Here is an actual successful example from a Relay Online participant in August 2006

Check out the amazing response we have gotten in support of our Relay team! In just 4 days our generous family and friends have donated over \$600 to support our Relay team and the American Cancer Society. We only need \$400 to meet our goal of \$1000 in 10 days! We have been amazed and blessed by the response.

We have also found several new team members in the last week, bringing our team up to nine members. We are hoping for 15 members total, so if you are interested in joining our team out at Monarch High School this Friday night, August 4, give me a call. It will be a great time!

As an update, please pray for Mike and his wife as they face the unknown in the next couple weeks. Mike's chemotherapy treatment was originally scheduled for Friday, but has been bumped back, and they are now unsure when the treatment will begin. Hopefully God will give Mike's doctors wisdom to successfully treat his cancer.

If you would like to see our team's progress or make a donation to support our team's efforts to fight cancer, you can click on the link at the bottom of this e-mail. You can also feel free to give us a check in person. In fact, we can continue accepting donations through August 31.

Thank you again for all your support.

**E-mail #3 – Last Chance Reminder on Day 10. This short e-mail should include:**

1. A team update with something exciting – like your theme, etc
2. An invitation to view our progress by clicking on the link at the bottom of the e-mail
3. State your team goal and progress, and then your personal goal and progress. – (ie. \$910 out of \$1,000...so close!)
4. An invitation to stop by the Relay and say hi since there are activities for everyone.
5. The final day you can accept donations past the Relay– ie, end of fiscal year, August 31
6. Thank them for their support
7. Here is an actual successful example from a Relay Online participant in August 2006

Well, tonight is the night! Our Relay team has come together beautifully in the last two weeks, with 10 new team members signing on and fundraising, and you can see our progress by clicking on the link at the bottom of this e-mail. Our original team goal was \$2,500, and we are currently at \$1,760 with the help of our other team members. As you know, my husband and I set a personal goal of \$1000 in 10 days, and we are up to a combined \$910...so close! We have been blessed by the generosity of our family and friends, and we are looking forward to a great time tonight at Monarch High School.

Feel free to stop by and say hi tonight if you aren't busy...there will be lots of activities and fun for the whole family! We will continue collecting donations through August 31, 2006, and you are welcome to keep watching our progress online until then. We have a feeling we will meet both our individual and team goals, which will be truly incredible! Thank you again for your support.

**E-mail #4 – Thank You and Progress Report after the Relay. This e-mail should include:**

1. A thank you
2. Your final results
3. How much fun you had (possibly even a link to a photo website)
4. Reiterate one thing the American Cancer Society is doing to fight cancer
5. Mention that you are looking forward to next year
6. Here is an actual successful example from a Relay Online participant in August 2006

The Relay For Life was a huge success! Thank you for your generous support. Not only did my husband and I meet our personal goal of \$1,000 in 10 days, but our team met our collective goal of \$2,500 for the Relay! We had so much fun playing cards, hanging out, and walking the track together. It was also amazing to see all the cancer Survivors (over 60!) from right here in East Boulder County. I hope you might consider joining our team next year and being part of the fun!

My Reason to Relay, my friend Mike, just started his chemotherapy, and he is doing as well as can be expected. The doctors would like to try and shrink his tumor before they try surgery so they can avoid damaging his brain and optic nerve. Please pray that the tumors would shrink, that Mike would not have a severe reaction to the chemotherapy, and that his doctors would be wise in their treatment decisions.

Thank you again for helping to make our team's success possible, and more for helping us fight cancer through the cancer research, education, advocacy and patient services of the American Cancer Society. I am truly proud to be fundraising for an organization that has funded 40 researchers who have gone on to win the Nobel Prize, and is funding groundbreaking, lifesaving research every day. Donations from you and others all around the country make it possible. Thank you again.