**LETTER SAMPLES**

**THANK YOU** for making a difference in the fight against cancer at the University of Wisconsin! Whether you are walking, running or biking, The Ride provides an exhilarating day of fun and meaning to those affected by cancer. However, **THE RIDE IS MORE THAN JUST AN EVENT** in September. It is a year-round campaign that is accelerating cancer research at the University of Wisconsin.

This document serves as a **RESOURCE OF WRITTEN OR TYPED LETTER TEMPLATES** representing participants at all levels of fundraising ambition. Whether your primary goal is to maximize dollars raised for cancer research or simply share your involvement in raising awareness, we applaud your effort in accelerating the brightest cancer minds, ideas and technologies at the University of Wisconsin.

*Would you like to help others by submitting a sample to be included in this document? Please send samples and fundraising best practices to hello@TheRideUW.org.*

**STEPS TO SUCCESS**

The **MOST IMPORTANT ROLE** you have in contributing to the UW cancer mission is to share your Ride journey.

Take a moment and determine your **WHY** and your level of **AMBITION** to accelerate our critical lifesaving efforts being developed today at the UW Carbone Cancer Center.

**WHY** are you walking, running or biking at The Ride?

What is your **AMBITION** in sharing your motivation with others? Are you looking to drive fundraising dollars to the cancer mission or simply share your involvement at The Ride?

A Benefit for Cancer Research at the University of Wisconsin

**RAISED HERE. STAYS HERE.**

TheRideUW.org

**TABLE OF CONTENTS**

*The goal of this document is to provide a fluid resource for participants in utilizing and contributing email templates that share participants’ involvement and provide contribution and involvement opportunities.*

**MESSAGING OPPORTUNITY: AT THE TIME OF REGISTRATION**

 SAMPLE 1 *FUNDRAISING ASK #1*……….……………………………………..pp 3

SAMPLE 2 *FUNDRAISING ASK #2*…….………………………………………..pp 4

SAMPLE 3 *JOIN MY FUNDRAISING TEAM #1*…….………………...……..…..pp 5

SAMPLE 4 *JOIN MY CORPORATE TEAM #1*…….…………...……...……..…..pp 6

**MESSAGING OPPORTUNITY: INVITE OTHERS**

SAMPLE 1 *JOIN ME AT THE RIDE #1*…….……………………...……………..pp 7

SAMPLE 2 *JOIN ME AT THE RIDE #2*…….……………………...……………..pp 8

**MESSAGING OPPORTUNITY: BIRTHDAY GIFT DONATION**

 COMING SOON!

**MESSAGING OPPORTUNITY: MIDWAY THROUGHOUT CAMPAIGN**

 COMING SOON!

**MESSAGING OPPORTUNITY: POST-EVENT**

 COMING IN AUGUST!

**MESSAGING OPPORTUNITY: ANNUAL CAMPAIGN RESULTS**

 COMING IN OCTOBER!

**AT THE TIME OF REGISTRATION, SAMPLE 1**

*FUNDRAISING ASK #1*

Dear [NAME],

I’m excited to share with you that I’ll be participating in The Ride in September for the [FIRST TIME? FOURTH STRAIGHT YEAR?] with the goal of raising funds for cancer research at the UW Carbone Cancer Center.

Participating in The Ride means a lot to me because […WHY DO YOU WALK / RUN / BIKE?]. I hope you will consider supporting me in this cause.

Since 2016, The Ride has raised over $1.3M of which 100% goes directly to life-saving cancer initiatives at University of Wisconsin. The Ride’s mission is about fundraising transparency which is why they publish their scholarship recipients on their Ride Scholar webpage at ***TheRideUW.org/Scholars***.

To support me in The Ride, please visit my fundraising page: [PERSONAL FUNDRAISER URL] or search my name under The Ride’s participant list at ***TheRideUW.org/donate***.

Thank you for your consideration in supporting me in this cause. Let’s conquer cancer.

Sincerely,
[YOUR NAME]

**AT THE TIME OF REGISTRATION, SAMPLE 2**

*FUNDRAISING ASK #2*

Dear [NAME],

I hope this letter finds you doing well! I’m writing to share my recent commitment to The Ride as I aim to help raise money for critical life-saving cancer initiatives at the University of Wisconsin. I hope you will consider making a supportive pledge as I begin my goal of raising funds.

The Ride is an annual cancer research benefit which draws thousands of participants who help support the brightest cancer minds, ideas and technologies at the University of Wisconsin. Since 2016, The Ride has raised $1.3M of which 100% goes directly to impacting patient outcomes due to the generous support of their sponsors.

This year, I have registered for the event’s [5K, HALF-MARATHON, 25K, 50K, 100K, 100-MILE] [WALK, RUN, BIKE] route which takes place on Sunday, September 26 in Madison at the American Family Insurance National Headquarters campus. This fundraiser means a lot to me because […WHY DO YOU WALK / RUN / BIKE?].

To support me in The Ride, please visit my fundraising page: [PERSONAL FUNDRAISER URL] or search my name under The Ride’s participant list at ***TheRideUW.org/donate***.

Thank you for your consideration in supporting me in this cause. Let’s conquer cancer.

Sincerely,
[YOUR NAME]

**AT THE TIME OF REGISTRATION, SAMPLE 3**

*JOIN MY FUNDRAISING TEAM #1*

Dear [NAME],

I’m excited to share with you that I’ll be participating in The Ride in September for the [FIRST TIME? FOURTH STRAIGHT YEAR?] with the goal of raising funds for cancer research at the UW Carbone Cancer Center while having a great time training throughout the summer and completing the [5K, HALF-MARATHON, 25K, 50K, 100K, 100-MILE] [WALK, RUN, BIKE] route on September 26.

I really think you would enjoy participating and would like to invite you to join my fundraising team, [FUNDRAISING TEAM NAME]! It’s easy to register at ***TheRideUW.org*** for any one of The Ride’s five bike routes (5K, 25K, 50K, 100K, 100-Mile) or their new Half-Marathon or 5K Run/Walk. All you have to do is add yourself to my fundraising team when asked during the registration process!

I hope you’ll consider joining the team so we can experience The Ride together while making a difference in the fight against cancer.

Sincerely,
[YOUR NAME]

**AT THE TIME OF REGISTRATION, SAMPLE 4**

*JOIN MY CORPORATE TEAM #1*

Dear [NAME],

I’m excited to share with you that I’ll be participating in The Ride this September for the [FIRST TIME? FOURTH STRAIGHT YEAR?] with the goal of raising funds for cancer research at the UW Carbone Cancer Center while representing [COMPANY].

I would like to formally invite you and make you aware that we have created a [COMPANY] Peloton Team at ***TheRideUW.org/PelotonProgram***. Our goal is to have a good representation from [COMPANY] at The Ride.

The Ride provides five bike route options (5K, 25K, 50K, 100K, 100-Mile) as well as their new Half-Marathon or 5K Run/Walk. We anticipate colleagues will participate in all route distances best suited for each individual and their family.

I hope you’ll consider joining the team! More information on The Ride is at ***TheRideUW.org***

Sincerely,
[YOUR NAME]

**INVITE OTHERS, SAMPLE 1**

*JOIN ME AT THE RIDE #1*

Dear [NAME],

I’m excited to share with you that I’ll be participating in The Ride on September 26 for the [FIRST TIME? FOURTH STRAIGHT YEAR?] and would like to invite you to join me!

The Ride is a fantastic event in Madison put on by the University of Wisconsin to advance cancer research and patient treatment at the UW Carbone Cancer Center. They provide five bike route options (5K, 25K, 50K, 100K, 100-Mile) as well as their new Half-Marathon or 5K Run/Walk. All routes finish at the American Family Insurance National Headquarters campus where thousands of participants celebrate with live entertainment, food and beverage and more!

I really think you would enjoy participating and would like to invite you to join me! It’s easy to register at ***TheRideUW.org*** for any one of their routes!

Sincerely,
[YOUR NAME]

**INVITE OTHERS, SAMPLE 2**

*JOIN ME AT THE RIDE #2*

Dear [NAME],

I’m excited to share with you that I’ll be participating in The Ride on September 26 for the [FIRST TIME? FOURTH STRAIGHT YEAR?] and would like to invite you to join me!

The Ride is a fantastic fundraiser put on by the University of Wisconsin to advance cancer research and patient treatment at the UW Carbone Cancer Center. Their mission is to accelerate the brightest cancer minds, ideas and technologies at the University of Wisconsin. They accomplish this by driving 100% of all participant-raised funds to lifesaving cancer initiatives thanks to their generous sponsors who cover the event’s operational costs.

I hope you will consider joining me in this mission to accelerate the UW cancer mission! More information on the route distances and disciplines – they have added a Run/Walk in 2021 – is available at ***TheRideUW.org***. All you have to do is add yourself to my fundraising team, [FUNDRAISING TEAM NAME] when asked during the registration process!

Sincerely,
[YOUR NAME]