



Email

Using email to promote your online fundraising page is an excellent way and easy way to raise money. While the vast majority of Liver Life Challenge fundraising is now electronic, don't forget those people that may still appreciate a written letter.

A Few Pointers

- **Create a list** of your friends, coworkers, family and others that may donate to determine the best way to reach them.
- **Use your "My Participant Center"** provided with the Liver Life Walk fundraising page to send emails. It is a great way to save contacts for future Liver Life Challenges you may participate.
- **Use your own email account** such as Gmail, Ymail, Outlook or other providers. In order to access all of your contacts, you may need to use more than one!
- **Customize templates** that are provided on "My Participant Center" to tell your story.
- **Use practical examples** of how funding can help – we have provided some examples.
- **Utilize statistics & information** at www.LiverFoundation.org to customize the disease or wellness statistics to your story.
- **Ask for more** because people can always give you less – but will rarely give you MORE.
- **Create a challenge** to your donors based on your giving "Will you match my \$100 towards ending liver disease?"
- **Don't be afraid** because no one will be angry you are working towards a cure and no one will ever donate if they aren't asked.

Don't forget our other fundraising resources, tools and tips on the American Liver Foundation Great Lakes Division website! You can access a whole suite of tools at www.LiverFoundation.org/chapters/illinois/fundraising/.

If you have questions or would like assistance with writing or emailing reach out to:

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Sample Email Blast

Hey Friends!

Did you know that 1 in 10 Americans has liver disease? In fact, there are more than 100 different liver diseases that can affect men, women and children of all ages.

I have registered for Liver Life Challenge to support the lifesaving and life-changing work of the American Liver Foundation. It is more important than ever to help the American Liver Foundation in their commitment to providing education, advocacy, support and, most importantly, research that can find cures to end liver disease.

I have set a personal goal to raise \$_____. With your help, we can move toward our ultimate goal of a world without liver disease.

Your support can make a world of difference:

- \$30 provides a resource information packet for patients with liver disease.
- \$60 provides personalized service from our National Helpline for two callers.
- \$100 provides personalized 1 on 1 outreach with a person at-risk to encourage testing for viral hepatitis.
- \$250 provides two support groups for liver patients and their families.

Please support my Liver Life Challenge fundraising efforts by making a donation today! Please visit <add link to your personal fundraising page> to contribute!

I appreciate any support you can offer to help make progress ending liver disease.

Thank you!

<Your Name>