

Join My Team

Dear [name],

I hope you will join me on 10.16.21, the Lupus Foundation of America will once again be taking Walk to End Lupus Now® virtual! This experience will allow friends and families from coast to coast to join together safely in the fight against lupus. Every step and every dollar raised brings us one step closer to a cure.

Join Me!

This cause is important to me, because [insert person] has been impacted by lupus. I am supporting the 10.16.21 Walk to End Lupus Now® virtual event by captaining a fundraising team! Simply click the link below to join my team.

[insert registration link]

Together, we have the power to make a difference – register and start fundraising towards the team goal, today!

Thanks in advance for your support!

[fname lname]

Post Event Thank you to Donors

Subject line: THANK YOU for your support!

Dear Friends and Family,

Thank You to everyone who donated to my Walk to End Lupus Now® fundraising efforts over the past couple of weeks. We raised [insert fundraising total]! I truly appreciate it.

The gifts you made will go directly towards programs of research, education and advocacy that will improve the quality of life for all people living with lupus.

10.16.21 was a great day as we came together from coast to coast for a virtual walk event unlike any other. We heard from lupus experts, lupus warriors, team captains, Lupus Foundation of America staff and special guests. Most importantly, we had an opportunity to connect with other lupus warriors and celebrate the power we have together in the fight to end lupus!

Please be sure to check with your employer to see they offer a matching gift program. This is a great way to double your donation!

Thanks again for all your support.

Sincerely,

[fname] [lname]

P.S. The Lupus Foundation of America is a great organization. I encourage you to visit www.lupus.org to see your dollars at work.

Thank You To Non-Donors

Dear Friends and Family,

Last week, I joined thousands of people for *Walk to End Lupus Now*® 10.16.21. It was a great day as we came together from coast to coast for a virtual walk event unlike any other. We heard from lupus experts, lupus warriors, team captains, Lupus Foundation of America staff and special guests. Most importantly, we had an opportunity to connect with lupus warriors and celebrate the power we have together in the fight to end lupus! We raised [\$] to help end lupus! Thank you for all your well wishes and support.

If you haven't done so already, you can still support my fundraising efforts over the next month by making a secure donation on my personal fundraising page: [insert personal page link]. I am so close to my goal of [X AMOUNT]. Every little bit helps.

The gifts you make will go directly towards programs of research, education and advocacy that will improve the quality of life for all people living with lupus.

Thanks again for all your support.

Sincerely,
[fname] [lname]

P.S. Does your company have a matching gift program? If so, you may be able to double your donation! Check with your employer for more information.

Thanks again.

Email Follow Up To VM (from committee member)

Subject Line: **[insert committee member name]** from the Lupus Foundation

Hi **[insert name]**,

I'm a committee member with *Walk to End Lupus Now*® **[City]**. I've been walking for **[year]** years. I walk because **[insert brief statement]**. I'm reaching out to thank you for your past support and I'd love to personally invite you and your team to join us for a nationwide virtual walk event on 10.16.21. Our fight isn't over until we have better and safer medications, more support/services, and ultimately a cure.

You can **register today: lupus.org/xxx**

Also, I'd love to invite you and your supporters to a virtual *Walk to End Lupus Now*® Kickoff Party! It's to be held virtually on **xxxx** at **xxx** PM. Click [here](#) to register. It's a great way to connect and gain more tips & tools from other team captains and supporters. I hope you can attend!

Thank you so much for your dedication and support to help move the mission of the Lupus Foundation of America. I hope you and your family are safe and healthy.

Sincerely,

[name]

Phone Number

Email Follow Up To Speaking with Contact (from committee member)

Subject Line: **[insert committee member name]** from the Lupus Foundation

Hi **[insert past walker name]**,

It was a pleasure speaking with you regarding the 2021 *Walk to End Lupus Now*® **[City]**. I wanted to follow up from our conversation and thank you once again for all your incredible support of the Lupus Foundation and the Walk.

As I mentioned **The Walk to End Lupus Now**® is moving to one, coast-to coast, inclusive virtual celebration event on 10.16.21 and everyone is invited to be a part of it! Registration is free, [CLICK HERE](#) to register.

We would be excited to have you back again for this year!

Please reach out with any questions you might have and I look forward to talking with you soon!

Best Regards,

[insert committee member name]

Support Me

Greetings!

On 10.16.21, the Lupus Foundation of America will once again be hosting *Walk to End Lupus Now*® virtual! This experience will allow friends and families from coast to coast to join together safely in the fight against lupus. Every step and every dollar raised brings us one step closer to a cure. I need your help!

The lupus community has been impacted more than most during the pandemic because the disease weakens the immune system and puts people with lupus at a higher risk for COVID. Lupus is hidden, unpredictable, chronic, debilitating and can be fatal.

I'm participating in the virtual Walk because... (insert 3 or 4 sentences on how lupus has affected your life and why you walk)

Your donation would make such a difference in the lives of those living with lupus. Please consider donating to support the life - saving mission of the Lupus Foundation of America.

[Fundraising page link]

Thank you in advance and together, we can solve the cruel mystery of lupus.

Best Wishes,

Name

P.S. Please be sure to check with your employer on their **matching gift program**. It can be a great way to double your donation and further our mission.

Mid Campaign Team Message from Captain

Greetings,

Our team is doing great and making an impact! Our current fundraising is at [\$] for *Walk to End Lupus Now*® **10.16.21**-- keep up the great work! The cruel mystery of lupus does not daunt us and we are joining thousands across the country who, like us, are raising money to find a cure for lupus.

A few **10.16.21** Walk tips:

- **Double to 10!** Take that \$5 to \$10 by asking your donors if their company [matches gifts](#). It's an easy way to help meet that new fundraising goal!
- **Invite 10.** Activate *your Facebook fundraiser through your fundraising center. Login to your fundraising center and click the "Start a Facebook fundraiser" link. **Then invite 10 of your Facebook friends to your fundraiser.***
- **Give \$25.** Kickoff your fundraising. Donate to yourself and the Lupus Foundation of America will send you a xxx!

I will remain in touch with the **10.16.21** details and any additional activities for our team. Thank you for your dedication and hard work during this time.

Go Team!

[Team Captain name]

Thank You for Supporting Me

Thank you for supporting my fundraising efforts for the Lupus Foundation of America's Walk to End Lupus Now® **10.16.21** virtual event. Your generous support of the foundation and its programs is more important than ever with the pandemic and makes it possible to continue working towards bringing an end to lupus.

Every day, lupus takes a brutal toll on the lives of people affected by this misunderstood and unpredictable disease – physically, emotionally and financially. It ravages different parts of the body, has no known cause and no known cure. While lupus can strike anyone at any time, 90 percent of people who develop lupus are young women in the prime of life. Thank you for joining me in raising money to reduce this tragic statistic.

One last request – please check with your employer to determine if your company has a [matching gift program](#). This can potentially double your donation and support.

Thank you again for your contribution and support,

[Auto populates walker name]

P.S. To learn more about the Lupus Foundation of America, visit their website at www.lupus.org.