

Email Templates for Support

Email Template – Recruitment

Subject: Join My Team

Hi!

I recently signed up to participate in Lawyers Have Heart 10k Race, 5k Run, and Fun Walk. I am inviting you to join me in the fight to make healthier, longer lives possible for everyone. Lawyers Have Heart is so much more than an event to me. It's my opportunity to change the future and make a positive impact in the lives of those who are affected by heart disease and stroke.

Chances are, you also know someone who has been affected by heart disease or stroke. One in three Americans has some form of cardiovascular disease and stroke is the leading cause of disability in the United States. We can change this by participating and raising funds for the American Heart Association.

The power we have together far outweighs what I can do alone. Will you please join my team? It would mean so much to me!

Thank you!

P.S. If you are unable to participate with me, will you make a donation to support my efforts? Thank you in advance for your help!

INSERT PERSONAL FUNDRAISING URL

Email Template – Donation Ask 1

Subject: Running with Heart

The fight against heart disease and stroke is important to me, which is why I'm running in the American Heart Association's Lawyers Have Heart 10k Race, 5k Run and Fun Walk. Will you support my efforts to fight the nation's No. 1 and No. 5 killers - heart disease and stroke?

I run for the millions of people who have been affected and for their loved ones. I run for people just like you and me who want to help make our community a healthier, more active place.

With your donation, we will fight for a future where a parent does not have to hear that their child has a heart defect. A future where an adult does not have to face the uncertain times ahead after receiving a diagnosis of heart disease or suffering from a stroke. A future where you and I will know that we had a part in making this possible.

The power we have together far outweighs what I can do alone. Please help me by donating today. Your generosity would mean so much to me!

Thank you!

INSERT PERSONAL FUNDRAISING URL

Email Template – Donation Ask 2

Subject: A friendly reminder, there's still time to donate!

Hi!

It's me again! I wrote to you recently to ask for your support and I wanted to let you know that there is still time to support my efforts by making a donation to the American Heart Association's Lawyers Have Heart 10k Race, 5k Run and Fun Walk!

I'm not just running. I'm running because I want to do something to fight back against diseases that affects so many lives. I have my own fundraising webpage for Lawyers Have Heart where you can quickly and easily make a secure online donation. You can also use this donation as a tax deduction.

One in three Americans has some form of cardiovascular disease and stroke is the leading cause of disability in the United States. Your donation and support will help the American Heart Association continue their efforts to build healthier lives, free of cardiovascular diseases and stroke.

Thank you in advance for your donation and support!

INSERT PERSONAL FUNDRAISING URL

Email Template – Donation Ask 3

Subject: Help me cross the finish line!

Hi!

The American Heart Association's Lawyers Have Heart 10k Race, 5k Run and Fun Walk is right around the corner and your help is needed now more than ever!

I'm committed to doing all I can to help those affected by heart disease and stroke. I'm getting close to my fundraising goal. Will you please help me reach it?

I am running and raising money in this inspirational event because I personally know some of the millions of Americans affected by heart disease and stroke (and you might too), and I want to do something about it. Since 1949, the association has contributed more than \$3.2 billion for heart and stroke research that has led to recent breakthroughs such as clot-busting drugs and drug-eluting stents.

I hope I can count on you to support my fundraising efforts and the great work of the American Heart Association and American Stroke Association! Please make your donation by using the links provided. With your help I will be one step closer to reaching my goal!

Thank you in advance for your generosity!

INSERT PERSONAL FUNDRAISING URL

Email Template – Donation Ask to Pas Donors

Subject: Can I count on your support again?

Hi!

I want to thank you again for your generous contribution in the past to my Lawyers Have Heart campaign.

As you know, the fight against heart disease and stroke is important to me, which is why I'm running in the American Heart Association's Lawyers Have Heart 10k Race, 5k Run and Fun Walk. Will you support my efforts again this year to fight the nation's No. 1 and No. 5 killers - heart disease and stroke?

I run for the millions of people who have been affected and for their loved ones. I run for people just like you and me who want to help make our community a healthier, more active place.

With your donation, we will fight for a future where a parent does not have to hear that their child has a heart defect. A future where an adult does not have to face the uncertain times ahead after receiving a diagnosis of heart disease or suffering from a stroke. A future where you and I will know that we had a part in making this possible.

The power we have together far outweighs what I can do alone.

Again, thank you for your past support. I hope I can count on you again this year. Your generosity would mean so much to me!

Thank you!

INSERT PERSONAL FUNDRAISING URL

Email Template – Recruitment

Subject: Thanks for joining my team! Now, let's get started!

Hi!

Thank you for joining my Lawyers Have Heart team! I know that with your help we'll reach our fundraising goal.

Now that you're officially part of the team, your first step is to log into your Lawyers Have Heart [Participant Center](#). Please take a few minutes to dress up your personal fundraising page. As they say... a picture is worth a thousand words. Be sure to upload your photo or video to your personal fundraising page and share your WHY.

We are going to have so much fun at Lawyers Have Heart. I am thrilled to have such a great team of folks who are just as dedicated to the mission of the American Heart Association and American Stroke Association as I am. Please let me know if you have any questions!

Talk to you soon!

INSERT PERSONAL FUNDRAISING URL

Email Template – Team Update

Subject: Team Update!

Dear Team Members,

Thank you again for all you are doing to support the American Heart Association and American Stroke Association by participating on my team!

Today I am asking for your help in achieving our team goal. I'm sure your friends and family would be happy to support you, especially for such an amazing cause. I'm asking you to take just a few minutes to invite them to make a donation on your behalf. It's very easy and I've provided instructions below:

Log in to your Lawyers Have Heart [Participant Center](#).

Select the "Send Email".

Type in the email addresses.

If sending an email, choose the "Donation Ask #1" template.

You can edit the message or just click "Send".

Feel free to expand your requests and send your email to people you don't always ask for donations. If we all do this, I'm confident we will reach or even exceed our fundraising goal!

Thank you for helping us to raise more money to build healthier, more active communities. What we can achieve together is far greater than what any of us could do alone!

Thank you!

P.S. People generally need a gentle reminder before they donate, so I would suggest waiting a week and then going back into your Lawyers Have Heart [Participant Center](#) and sending another message option!

For nearly a century, cardiovascular diseases have been responsible for more deaths in the United States than any other cause, claiming a life every 39 seconds. You can make a difference! Help the American Heart Association and American Stroke Association create a world free of heart disease and stroke. The funds we raise today will save lives tomorrow!

INSERT PERSONAL FUNDRAISING URL

Email Template – Thank You!

Subject: Thank you for supporting the American Heart Association!

Hi!

Wow! Thank you so much for supporting my Lawyers Have Heart fundraising efforts! I really appreciate your generosity.

Through your financial support of Lawyers Have Heart, you're not only helping hearts in our community, you're also helping the American Heart Association improve patient care, fund lifesaving research and educate adults and children at risk for developing cardiovascular disease. It means so much to me that you care enough to help me fight these diseases that affect so many people.

The American Heart Association is your partner in building a healthier life. They're with you when:

...You REACH FOR HEALTHY heart-checked options in the grocery store.

...A LOVED ONE'S LIFE IS SAVED by bypass surgery that evolved from research we funded.

...12 MILLION AMERICANS are trained in CPR each year.

...YOU OPEN YOUR MEDICINE CABINET and reach for medication that helps lower your cholesterol.

...YOUR CHILDREN DRINK WATER OR MILK at school instead of sugar-filled soda that the AHA advocated to get out of children's reach.

Thank you for helping change the future and make a positive impact in the lives of all those who are affected by heart disease and stroke.

With gratitude and many thanks.

INSERT PERSONAL FUNDRAISING URL