



## SAMPLE VENDOR CAMPAIGN EMAILS

### Sample Email to Company Vendor

Subject Line: [Company Name] Needs Your Support

Dear [Name],

Every two minutes, someone is diagnosed with breast cancer in the United States and 1 in 8 women will receive a breast cancer diagnosis in their lifetime. It is urgent we do everything we can to end breast cancer. That is why my colleagues and I have committed to support Susan G. Komen – the leading organization in the fight against breast cancer -- by fundraising for the [Race for the Cure®/MORE THAN PINK Walk®] on [Event Date]. Our team, [team name] has committed to raising [\$ goal] to end breast cancer.

**As a business partner of [company name] we are asking you to support our efforts with a donation of [\$amount] - [x%] of our annual spending with [Their Company Name].**

*[Other ideas to include:*

- Share the history of your partnership with the vendor (years you've employed them, dollars spent on their services)*
- Personal story about the reason why your company has formed a team*
- Ways that you will recognize them if they support you]*

Over the past 39 years Susan G. Komen has invested \$1.1 Billion in research to support breast cancer detection methods, treatments, and cures. In Komen's mission to end breast cancer:

- More than 220,000 women and men have received financial assistance and support
- Komen's free, bilingual helpline has connected tens of thousands of individuals seeking information, support, and resources with trained oncology specialists
- More than 30 million people have been united across the breast cancer community
- Komen has mobilized the power of 920K individuals to advocate for patients' rights

We recognize that many worthy causes exist in the world, but the mission of Susan G. Komen is particularly important to us. With 281,000 new cases of invasive breast cancer expected in 2022, finding a cure remains vital. Your support is crucial, and we appreciate your consideration.

More information about the [event name] itself and a link to donate can be found here [insert event page link]. (Click on the DONATE button on the top right, then select Team and enter our team's name [TEAM NAME] to make a team donation.

If you would prefer to mail the donation, you can do so by completing the attached Offline Donation Form to include with the check to Susan G. Komen.

Please call me at [PHONE NUMBER] if you have any questions. I will follow up with you within the week if I do not hear from you before then.

[Name]

[Signature Block]