



Sample Email to Personal Vendor

Dear [Name],

I have committed to join the fight for the cure and an end to the more than 40,000 breast cancer related deaths annually by participating in the [Race for the Cure®/MORE THAN PINK Walk®] on [Event Date]. My team, [team name] has committed to raising [\$ goal] and as a longtime customer of yours, I hope you will consider supporting me with a donation of [\$ ask amount]. More information about the walk itself and a link to donate can be found here [insert personal page link].

Other ideas to include:

- *Share the history of your relationship with the vendor (years you've been a customer, dollars spent on their services, customer referrals)*
- *Personal story about why you participate in the MORE THAN PINK Walk*
- *Ways that you will recognize them if they support you (Facebook post, lawn sign, email to your network)*

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 diagnosed with breast cancer 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.

I recognize that many worthy causes exist in the world, but the mission of Susan G. Komen is especially important to me. With 281,000 new cases of invasive breast cancer expected in 2022, finding a cure remains vital. I appreciate your consideration.

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]