



Sample Email to Company Vendor

Subject Line: [Company Name] Needs Your Support

[Name],

About every two minutes, somewhere in the U.S., a woman is diagnosed with breast cancer. In fact, worldwide, breast cancer is the leading cause of cancer death among women. It is urgent we do everything we can to help end breast cancer.

That is why my company and I have committed to supporting Susan G. Komen® – the world's largest nonprofit source of funding for breast cancer research outside of the U.S. government – by fundraising as a VIPink Ambassador in the [VIPink campaign name]. I have committed to raising [\$ goal], and I hope I can count on 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 you are participating and why your company is supporting your efforts.
- Ways you will recognize them if they support you.]

Over the past four decades, Komen has invested nearly \$3.6 billion in research, community health outreach, advocacy and patient support programs. In fact, in the last year, Komen has:

- Provided more than 52,000 direct patient support services through the Komen Patient Care Center.
- Launched ShareForCures®, a breast cancer research registry that will help find cures for breast cancer, faster.
- Provided nearly \$11 million in financial assistance for the expenses of daily living for people in breast cancer treatment or living with metastatic breast cancer.

We recognize that many worthy causes exist in the world, but the mission of Komen is particularly important to us. With more than 310,000 new cases of invasive breast cancer expected to be diagnosed in women this year in the U.S., finding cures remains vital. Your support is crucial, and we appreciate your consideration.

More information about my VIPink campaign and a link to donate can be found here [Insert Event Page Link].

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.

Sincerely,

[Signature Block]



Sample Vendor Campaign Follow-Up Email

Subject Line: [Company Name] Still Needs Your Support

[Name],

I am following up on the email I sent on [Insert Date Here] detailing my VIPink fundraiser in support of Susan G. Komen® and their work to end breast cancer forever. I have raised [\$ Current Fundraising Total] toward my goal of [Fundraising Goal], and with your support, I can meet and even surpass that.

As I mentioned in my earlier email, [Company Name] is asking you to support my efforts at [Percentage You Are Requesting from Vendor] of our annual spending with [Vendor Company Name] which is \$[Suggested Amount]. The money we raise will help Komen fund lifesaving research to support breast cancer detection methods, treatments and cures to end breast cancer.

You can make your secure donation online today at [Insert Your Fundraising Page Link].

Please call me at [Phone Number] if you have any questions. I will follow up with you by [Date] if I do not hear from you before then.

Thank you in advance for your support.

With gratitude,

[Signature Block]