



SHOW YOUR SPIRIT![®]
for Cancer Research

Sample E-MAILS for the Workplace

Get the word out to your coworkers by customizing these sample e-mails.

GET THE WORD OUT E-MAIL

Sample #1

It's time to Show Your Spirit![®] On **(DATE: March 19 & 20 for most)**, we will celebrate the start of the national collegiate basketball tournaments by joining **The V Foundation's** annual Show Your Spirit campaign, which raises money for cancer research.

How to get Involved:

Contribute: Make a \$5 donation to **The V Foundation**.

Wear: Wear your favorite team apparel to work on Show Your Spirit Day(s)!

Please give all contributions to **(COORDINATOR)** on **(DATES)** at **(LOCATION)**. All participants will receive a V Foundation "Don't Give Up...Don't Ever Give Up!"[®] button to wear as visible support for cancer research. **100% of your donation will go directly to cancer research.**

Contact **(COORDINATOR)** at **(E-MAIL/PHONE)** if you have any questions or ideas on how we can make this a successful campaign.

When it comes to fighting cancer, we all play on the same team!

FOLLOW-UP REMINDER E-MAIL

Sample #2

This is a reminder that **(COMPANY)** will be participating in **The V Foundation's** Show Your Spirit![®] campaign to raise money for cancer research and to celebrate the beginning of the national collegiate basketball tournaments. By donating \$5 you can "earn" the right to wear your favorite team apparel to work on **(DATES)**. All participants will also receive a "Don't Give Up...Don't Ever Give Up!"[®] button to visibly show support for cancer research. When it comes to fighting cancer, we all play on the same team. **100% of your donation will go directly to cancer research.** For more information or questions please contact me **(COORDINATOR)** at **(E-MAIL/PHONE)**.

DAY BEFORE REMINDER E-MAIL

Sample #3

Don't Forget!!! Tomorrow, **(DATE)**, **(COMPANY)** is participating in **The V Foundation's** Show Your Spirit![®] campaign. It's not too late to participate! By donating just \$5 you will be able to wear your favorite team apparel to work tomorrow. Let's celebrate the beginning of the national collegiate basketball tournaments and fight cancer \$5 at a time TOGETHER! All donations can be brought to me **(COORDINATOR)** or if you have any questions call or email me **(E-MAIL/PHONE)**. Don't forget! If you participate you will receive a "Don't Give Up...Don't Ever Give Up!"[®] button to visibly show your support for cancer research! **100% of your donation will go directly to cancer research.**