

SAMPLE EMAIL

Suggested Subject Line: Get Your Stepping Strong Hat!!

Dear _____,

I am SO excited that Marathon Monday is in 23 SHORT DAYS! I cannot wait to tackle those 26.2 miles and to date, have raised \$XXXX which is incredible. If you have supported me, thank you again! I could not do this without you. If you haven't yet, there is still plenty of time to help me reach my fundraising goal of \$XXXX.

To get team supporters ready for the big day, I am excited to promote that Saturday, March 26 is officially 'Support a Stepping Strong Runner Day'! All NEW* gifts of \$50+ to my fundraising page will receive a Stepping Strong baseball hat to wear on race day! I hope I can count on you for your continued support and to rep Stepping Strong alongside of me. You can click here to donate to my page [TeamRaiser page link] and the Brigham will mail you your hat before Marathon Monday!



It's truly an honor to be a member of the Brigham Stepping Strong Marathon Team and I'm excited to be a champion for this special cause.

With love/gratitude/thanks,

YOUR NAME

P.S. Only NEW gifts made on 3/26 count for the hat and past gifts of \$50+ are not eligible to receive this promotion. One (1) hat per donor.

SAMPLE SOCIAL POST

Today is Support a #SteppingStrong Runner Day! When you make a gift of \$50+ on my fundraising page you will receive a Stepping Strong baseball hat to wear on race day and rep Stepping Strong with me! It's truly an honor to be a member of the Brigham Stepping Strong Marathon Team and I'm excited to be a champion for this special cause! Thank you for ALL your support! #BostonMarathon #Boston126

Click here to donate at my page: [TeamRaiser page link].

