We have included sample emails, social media / text ideas and social graphics to share with your friends and family!

Share these emails!

**Email Option #1:** Dear Friends and Family, I hope this message finds you well. I'm writing because I'm seeking your support as I prepare for the Give Los Angeles Challenge, an online fundraising competition between charitable organizations and their supporters. This year, I am planning on participating in the challenge which starts on November 14th and ends January 1st. The fight to eradicate breast cancer is daunting. It takes stamina, innovation, out-of-the-box thinking and significant financial resources to maintain our strong push forward. With your help, we can continue to facilitate innovative and collaborative research—and, ultimately, achieve our goal: To end breast cancer, once and for all. I've set a goal of {Insert your fundraising goal here} with all money raised going to this great organization that empowers best and brightest in breast cancer industry and beyond. Can you help me reach my goal? Some of my friends and family have already contributed, and I know that with your help, I can meet my goal. You can see my progress and make a contribution by clicking here: {Insert bitly link TO YOUR FUNDRAISING PAGE} Many thanks! (Your Name)

**Email Option #2:** Dear friends and family, The fight against breast cancer is on. There is no one I know who can say they DO NOT have a friend or relative who has battled this terrible illness. I have found a way I can make an impact against this disease – by empowering Dr. Susan Love Research Foundation's #GIVE Los Angeles Challenge, a friendly online fundraising competition between charitable organizations and their supporters. As you know, I am an advocate for the Foundation and this year I am dedicating my efforts to all those I know who have breast cancer right now or have lost the battle. If we want to stop breast cancer in its tracks, we need to continue to drive innovative research that’s focused on cause and prevention. Dr. Susan Love Research Foundation is led by none other than Dr. Love herself – one of the most strategic, forward thinking minds in the breast cancer field. I am proud to advocate for the Foundations studies and support hundreds of other breast cancer research studies happening around the country through our Army of Women ® Program. We are moving breast cancer BEYOND awareness by driving collaborative research forward and making a difference in the lives of those affected by breast cancer HERE AND NOW! My personal goal is to raise at least $400 to help fight breast cancer. I am asking for your support. Your tax deductible contribution of $25 or more will help us fund this research and ultimately achieve our goal: A future WITHOUT breast cancer. Please click this link and make a donation to help me hit my fundraising goal. Every single dollar helps and I appreciate you taking the time to read this email. {Insert bitly link TO YOUR FUNDRAISING PAGE}
Social Media **post Text message options:**

**Post/Message #1:** The fight against breast cancer is on, and I need your support. Dr. Susan Love Research Foundation is participating in the #GIVELosAngeles Challenge along with other local charities. The charity that raises the most money can win up to $30K! It’s time to move BEYOND breast cancer awareness and help us raise funds to empower the research that will end this disease once and for all. Will you help me by clicking the link and making a donation? {Insert bitly link TO YOUR FUNDRAISING PAGE}

**Post/Message #2:** The #GiveLosAngeles Campaign has started and we are so excited to have raised $X thus far! If you haven’t already donated, please do so by clicking the link here {Insert bitly link TO YOUR FUNDRAISING PAGE}

**Instructions for Setting Up Page for GIVE LA Challenge**

2. Click the “Join Team” button on our page.
3. Fill out the form: First name, Last name, Email, and Password.
4. Select your personal fundraising goal.
5. Upload a profile image and title your page.
6. Write a short appeal story!
7. Click “Customize Your Page”
   a. You may have to go back to the Dr. Susan Love main page and click “Join Our Team” again for it to register!
8. GIVE LA will send an email asking you to verify your account, just click the link in the email to verify, then you’re done!

**Social graphics on next page >>**
ONE more breast cancer diagnosis is ONE TOO MANY

Help us raise $125K  Donate Today

#GIVELosAngeles Challenge starts Now!
Donate Today!

One more breast cancer diagnosis is ONE TOO MANY

#GiveLosAngeles Challenge starts Now!!
Donate Early or Join Us

#GIVINGTUESDAY

November 27, 2018

Dr. Susan Love
Research Foundation
For a future without breast cancer®
#GivingTuesday
11.27.2018

For a Future Without Breast Cancer

Dr. Susan Love Research Foundation
Double YOUR IMPACT

Dollar for dollar, your donation will be matched....

= UP TO $25K

Dr. Susan Love Research Foundation

For a future without breast cancer*
HELP US RAISE
$50,000
#GIVINGTUESDAY

For breast cancer research

CLICK HERE TO DONATE!
It is important to me to support causes that focus on research with priorities set by one of the best strategic thinkers in the field. When I make a gift to the Foundation, I know it's going to directly fund innovative and critical research for breast cancer.

P. Foley | Supporter & Advocate
I picked up a can of corn and had a gut-wrenching thought: This corn is going to outlive me. It wasn't going to expire until 2020, and I had already outlived my expiration date. Now, I wonder how many more "extra" days I will live. This is living with metastatic breast cancer.

PATTY W. | MBC SURVIVOR

#GIVINGTUESDAY