

A SPELLING BEE FOR CHEATERS

Sample E-mails

Punny Version

Dear [Name],

I'm a cheater. And I like it. On October 4th, I'll be buzzing my way into history at the 5th annual Spelling Bee for Cheaters hosted by Family Tree Clinic. I'll be spelling my way to victory, while supporting the groundbreaking and critical work of Family Tree Clinic.

The more money I raise, the more I can cheat. Will you sweeten my odds at winning and donate to this terrific organization?

Family Tree is awesome. They provide family planning services, sexual health education and clinic services, limited primary care, Trans hormone care, as well as operate the MN Family Planning + STD

Personal Connection Version

Dear [Name],

I'm participating in an awesome event October 4 – a Spelling Bee for Cheaters benefiting Family Tree Clinic. I'll be raising funds, knowing when 'i' comes before 'e' and supporting vital and groundbreaking programming.

I've agreed to raise at least [\$amount]. I know I can raise even more than that, and have set my personal goal at [\$amount]. But I need your help. Would you make a donation of [\$amount]? Not only would you be supporting my personal fundraising efforts, but you would also be supporting a nonprofit, community clinic that's been serving people for over 47 years.

[Insert your personal connection with the cause.]

Hotline (the only hotline in the state of MN).

In the 47 years they've been around, they've never turned away a patient because they couldn't pay. Never. Ever. And as long as people like me support the hive, they never will.

Your donation is totally tax-deductible, and it's also going to help me win!

[insert your personalized fundraising page link here]

You're the bee's knees.

[Your name]

SAMPLE PERSONAL CONNECTION: When I didn't have insurance and needed to see a doctor, I didn't know where to go. Family Tree Clinic is the place for so many people who need help. In fact, their average patient is under 30, makes less than \$1,000 a month, and doesn't have health insurance. Their average patient was me a few years ago.

Please make a difference in the life of the next patient to walk through their doors and donate.

[insert your personal fundraising page link]

Thanks for your support. It means the world to me.

[Your name]

