

Bald for Bucks Sample Messaging – Used as emails or letters

Donor Solicitation

Subject - I am Goin' Bald to Support Cancer Patients in WNY

I am shaving my head to show support for the 31,000 active patients at Roswell Park Cancer Institute through the Goin' Bald for Bucks program. By raising funds to Go Bald, I'm also helping support the cutting-edge cancer research and patient care programs at Roswell Park.

We all know someone who has been touched by cancer. One out of two men and one in three women in America will be diagnosed with cancer in their lifetime. In Western New York, there will be 31,000 new cancer patients diagnosed each year.

The money I raise will help researchers and physicians better understand the causes of cancer and discover new methods of prevention, diagnosis and treatment. It will also help fuel the support programs that cancer patients rely on to get through their journey.

I ask you to please support me as I Go Bald. It is faster and easier than ever to support this great cause - you can make your donation online by clicking the link at the bottom of this message. If you would prefer, you can send your tax-deductible contribution to Goin' Bald for Bucks, PO Box 644, Buffalo, NY 14240-0644. (Remember to include my name in the memo field).

Thank you again for considering a donation and helping me to support Roswell Park's mission to understand, prevent and cure cancer.

Donor Reminder

Subject – Help Us Find Cancer Cures and Save Lives

As you know, I will be participating in Goin' Bald for Bucks this year to help raise funds for the cutting-edge cancer research and patient care programs at Roswell Park Cancer Institute.

One in two men and one in three women will be diagnosed with cancer sometime in their lifetime. In Western New York, there are almost 10,000 new cancer patients diagnosed each year. Until we achieve 100 percent cure rates for all people with cancer, Roswell Park Cancer Institute needs the help of generous supporters like you. With the funds raised through Goin' Bald for Bucks, we can help Roswell Park find cancer cures and save lives.

Although I am making great progress towards my goal, I still need your help! It's easy to make a donation to my fundraising efforts – just click the link below to safely and easily donate online. You are

a vital member of my team in the fight against cancer and I really hope that you will consider supporting me in this worthwhile endeavor.

Over the past 12 years, Goin' Bald for Bucks has successfully raised \$3.2 million for cancer research and patient support programs at Roswell Park Cancer Institute. By donating to my goal, you'll help make a difference in the lives of people with cancer!

Team Captain – Join My team

Subject - Join My Goin' Bald for Bucks Team

I'm Goin' Bald for Bucks this year to support the 31,000 active patients at Roswell Park Cancer Institute. I hope you'll consider taking on this unique challenge with me. Together we can raise funds to shave our heads and support the cutting-edge research and patient care programs at Roswell Park.

You can join my fundraising team and shave or cut your hair to donate to Locks of Love. If you aren't able to cut your hair, you can join me as a "virtual participant," or donate to my efforts.

Over the past 12 years, Goin' Bald for Bucks has successfully raised over \$3.2 million for cancer research and year-round, patient support programs at Roswell Park Cancer Institute. I hope you can join me in supporting Roswell Park's goal to find cancer cures and save lives.

To learn more about my team and how to join, you can click on the link below. It will take you directly to my personal page. To learn more about Goin' Bald for Bucks, visit baldforbucks.org.

Thank You

Subject – Thank You for Your Gift!

Thank you for your gift to Goin' Bald for Bucks and for supporting me as I take on this unique challenge!

With help from generous supporters like you, it is my goal to raise critical funds to benefit life-saving cancer research and patient care programs at Roswell Park Cancer Institute – one of the National Cancer Institute's elite comprehensive cancer centers.

Your gift will play a crucial role in Roswell Park's efforts to find cancer cures and save lives. Thank you for being part of my team. Together, we are helping to save lives, while finding new treatments and cures for cancer.