DONATION ASK EMAIL TEMPLATE

**Subject: Save the date and support a great cause (Event Name)**

Hi (Recipient Name),

I’m (hosting/participating in) a fundraiser to raise money for the National Organization for Rare Disorders (NORD), benefiting people and families affected by rare diseases and I hope you’ll be able to join us.

This support helps NORD fulfill its mission to promote research, advance federal and state policy, help individuals and families access care and treatment, and foster collaboration to advance diagnosis and treatments.

(Event Name) will take place on (Event Date & Time) in (Event Location).

(Share any specifics about your event and about your connection with NORD)

Please see my personal fundraising page (Link personal page) to donate. Any amount helps!

Thank you in advance for your support! Alone we are Rare. Together we are strong.

Best Regards,

Name

**Subject: Make a difference and support a great cause**

Hi (Recipient Name),

I wanted to share with you that I’m raising money and awareness for the National Organization for Rare Disorders (NORD) (in honor/memory of name) (add some info here about that person.)

I’m asking you to join me today in my fundraising efforts. Every dollar raised helps to improve the lives of those living with rare diseases. Currently:

* + - 300 million people worldwide are living with a rare disease. Rare disease currently affects 5% of the worldwide population.
    - Any disease affecting fewer than 200,00 people in the United States is considered rare.
    - 25-50 million Americans are living with rare disease.
    - Collectively the number of people living with a rare disease is equivalent to the population of the worlds 3rd largest country.
    - There are 7,000 + identified rare diseases.
    - 72% of rare diseases are genetic.
    - 70% of genetic rare diseases start in childhood.
    - Many rare diseases may result in premature death of infants or can be fatal in early childhood.
    - There are an estimated 200 rare cancers. 1 in 5 cancers are rare.
    - More than 90% of rare diseases are still without FDA-approved treatment.
    - 5-year survival rate is lower for patients with a rare cancer than for those diagnosed with a more common cancer.

Together, let’s make a difference in the rare disease community. Please help support me by donating today! (Add link to fundraising page)

Thank you for your support!

Best Regards,

(Name)

**Subject Name: Thank You for Donating**

Hi (Recipient Name)

Thank you so much for supporting my fundraising efforts for NORD. Your donation helps NORD build on their history of serving more than 25 million Americans living with rare diseases. Thanks to your generosity, NORD will continue to improve the health and well-being of the rare disease community by driving advances in policy, research, and care. Every dollar received goes towards supporting rare patients and families and assuring that people living with rare disorders have access to the healthcare, support, and therapies they need.

**Alone we are Rare. Together we are strong.**

With gratitude,

(Name)

**Subject Name: Thank You for Attending (Event Name)**

Hi (Recipient Name)

Thank you for coming and supporting me at (Event Name). You have helped to make this campaign a success and because of you, we have raised (enter amount raised).

Your donation helps NORD build on their history of serving more than 25 million Americans living with rare diseases. Thanks to your generosity, NORD will continue to improve the health and well-being of the rare disease community by driving advances in policy, research, and care. Every dollar received goes towards assuring that people living with rare disorders have access to the healthcare, support, and therapies they need.

**Alone we are Rare. Together we are strong.**

With gratitude,

(Name)