

## Starting a Gutsy Challenge and need to entice your friends and family to support you?

Here's an email you can adapt and send to any potential donors...

Dear Friends and Colleagues

### *Introductory paragraph*

*You might want to start with why you are doing this: getting healthy and running for a great cause; starting the New Year in a really good way; getting gutsy for GI cancer.*

*Relate it to yourself: if you don't usually run then ask for everyone's help to get you across the line!*

*Or if you have a personal connection with GI cancer - share your story: How you are impacted by GI cancer, did you lose someone close, is there someone you know who is suffering from GI cancer.*

*Decide how emotional and detailed you want to be.*

### **Follow your personal story and why you are doing this with the facts about your Gutsy Challenge:**

I'm taking the Gutsy Challenge and will be... running/walking/eating healthy; have entered \_\_\_\_\_ on \_\_\_\_\_ date \_\_\_\_\_ etc.... to raise money for gastro-intestinal (GI) cancer research.

GI cancers affect the digestive system - where food passes through our bodies and is processed by various organs, including the oesophagus, gall bladder, liver, pancreas, stomach and bowel.

**GI cancer is the most common form of cancer, and the most deadly, affecting 25,000 Australians each year and claims 33 lives each day.**

By participating in the Gutsy Challenge I'm helping the GI Cancer Institute to raise essential funds for research and improving the quality of life for people diagnosed with GI cancer.

My goal is to reach \$xxxxx to support the [GI Cancer Institute](#).

**Please support me in reaching my target and help to find a cure.**

Simply click on the link below to sponsor my Gutsy Challenge:

<INSERT: Everyday Hero or Go Fundraise URL for your Fundraising Page>

With your help, we can fund research and find better treatments for people diagnosed with gastro-intestinal cancer and give them hope.

Many thanks for your support.

*Signature*

