

# Team Fox Endurance Email Templates

## HOW TO USE THE EMAIL TEMPLATES

Spread the word to your friends and family using email. There are so many people willing to help if you are willing to ask in a way that educates and empowers them to get involved.

Using an email template is an effective and easy way to communicate what you are doing, provide all the steps for making a donation, say thank you for donating, and much more.

Each of these templates can be customized with your event details along with a personal message to supporters.

## RECOMMENDATIONS

- You may notice that the text color varies throughout each of the email templates. The **orange text** is text that needs to be tailored to your event. Please take time to update the **orange text** in each email template before sending so that it includes all the relevant details for your event.
- Make sure to use an eye-catching subject line to grab people's attention!
- We strongly encourage you to add a personal message to your supporters and let your friends and family know why you are supporting The Michael J. Fox Foundation.

If you have any questions, email us at [athletes@michaeljfox.org](mailto:athletes@michaeljfox.org).



# General Donation Ask Email Template

**Subject: I'm Taking Steps Toward a World Free of Parkinson's**

Hi [Recipient Name],

I'm lacing up with Team Fox to raise money for The Michael J. Fox Foundation for Parkinson's Research (MJFF)! Team Fox is the Foundation's grassroots community fundraising program and every penny donated by Team Fox members goes straight to high-impact research programs to help speed a cure for Parkinson's disease.

I need your support. On [Date of Event], I will be running the [Name of Event] in honor of all those affected by Parkinson's disease. [If you have specifics about your event that you would like to share, include that here.]

You can help me meet my fundraising goal. [If you would like to include the amount, include that here.] Will you join me as I outrun PD?

[Add a CTA button like "Donate Now" and link to your fundraising page.]

Thank you in advance for your support! See you at the finish line.

Best Regards,  
[Name(s)]

PS. You can make your donation go twice as far with a matching gift. Does your employer have a matching gift program?

# Donation Ask with Impact Email Template

## Subject: Your Donation Counts

Hi [Recipient Name],

This year, I'm raising money for Team Fox, the grassroots fundraising program of The Michael J. Fox Foundation for Parkinson's Research – the largest nonprofit funder of Parkinson's research.

Today, I'm asking you to make a donation to support my fundraising efforts for [Event Name]. Every dollar raised by Team Fox members like me goes straight to groundbreaking research that gets us one step closer to a Parkinson's cure. Thanks to the efforts of Team Fox members worldwide:

- MJFF-funded investigations have resulted in more than 20 early-stage therapeutic programs, which have attracted follow-on funding from venture capital, pharmaceutical and government funders for continuing development.
- The landmark MJFF-sponsored [Parkinson's Progression Markers Initiative](#) has built the most robust dataset and biosample library in the history of Parkinson's research.
- The Foundation's online clinical study, [Fox Insight](#), has galvanized more than 53,000 individuals with and without Parkinson's to take an active role in research by sharing self-reported data about health experiences.

Please support my Team Fox fundraiser today by donating to support The Michael J. Fox Foundation for Parkinson's Research.

Thank you for your support!

Best Regards,  
[Name]

# Thank You for Donating Email Template

**Subject: Thank You for Donating!**

Hi [\[Recipient Name\]](#),

Thank you so much for supporting my Team Fox fundraiser by donating to The Michael J. Fox Foundation for Parkinson's Research!

**Every dollar donated fuels groundbreaking research that gets us one step closer to a Parkinson's cure.**

Feel free to follow my [fundraising progress](#) [\[link to your personal fundraising page\]](#) as I work toward my goal.

Thank you again for your generous gift!

Best regards,

[\[Name\]](#)