



#SteppinOutForPANSPANDAS

www.inflamedbrain.org/steppinout

Saturday, September 23, 2023

Moving outside our comfort zone... together.

Donor Email Templates: Instructions

Use these templates as an easy fill-in-the-blank letter to ask donors to support you. Use one as a jumping-off point and really make it your own! Here's how:

- Change all areas in **RED font** to reflect your recipient and personal details
- Make it personal – add in any additional greetings as you see fit (“How’s Peter and the kids? It was nice catching up last week...”)
- Keep it short and sweet – 3-5 paragraphs max
- Subject lines count – tell them what’s inside
- Don't mass email – do it one-by-one and use their name



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Donor Letter: A generic one you can spruce up!

Subject: Please support me in Steppin' Out for PANS PANDAS!

Dear **Person's Name**,

This fall, I'll be joining hundreds of other walkers across Canada to raise money for some of Canada's most medically marginalized kids who suffer from PANS PANDAS.

On September 23, I'm putting on my sneakers and striding my way to the finish line in **Steppin' Out for PANS PANDAS**. It's a 2 & 5 km walk raising funds for Inflamed Brain Alliance (IBA), Canada's only charity supporting those battling the debilitating autoimmune neuropsychiatric disorders of [PANS PANDAS](#).

I'm excited to be involved, and I need caring people like you to help! Will you be one of the donors to help me reach my fundraising goal?

To make a secure online donation in support of my efforts, please click the link below:

[Paste link to your fundraising page here – test to make sure it's working!]

Your support is greatly appreciated!

Thank you,

My Name



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Donor Letter: Friends, Colleagues, and Acquaintances

Subject: Join me in being a changemaker thru Steppin' Out for PANS PANDAS!

Hi **Person's Name**,

Hope you're keeping well. Hey, I wanted to let you know about something exciting I'm doing this fall.

As you know, **[PANS PANDAS]** has impacted **[our family, my son/daughter's family, our dear friend's family...]** Every year patients with PANS PANDAS go too long undiagnosed and without appropriate treatment. But we can change that.

On September 23, I'm lacing my sneakers and pacing my way to the finish line in **Steppin' Out for PANS PANDAS**. It's a 2 & 5 km walk raising funds for Inflamed Brain Alliance (IBA), Canada's only registered charity supporting those battling [PANS PANDAS](#) – infection triggered autoimmune disorders.

Launched in 2022, IBA will soon be providing much needed programs for patients & families, educators and medical professionals. They're committed to kickstarting Canadian research and closing the gap between symptom onset and increasing access to treatment.

IBA relies solely on the generous support of volunteers and donors to help transform the outlook of kids and young adults facing these this devastating disease. Would you join me in Steppin' Out as a changemaker to advance such an important cause?

To give, click here: **(Paste link to your page here – test it!)**

Thanks, and keep me in mind on September 23.

Yours Truly,

My Name

P.S. If you're interested in joining me on Steppin' Out Day, let me know – I'd love the company.



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Donor Letter: *(With your help, this'll be a walk in the park.)*

Subject: Unlike these brain disorders... my fundraising will be a walk in the park.

Dear **Person's Name**,

What I'm going to do is fairly easy. What I'm doing it for is hard.

On September 23, I'm lacing my sneakers and pacing my way to the finish line in **Steppin' Out for PANS PANDAS**. It's a 2 & 5 km walk to raise funds for Inflamed Brain Alliance (IBA), Canada's only charity supporting those battling the debilitating autoimmune neuropsychiatric disorders of [PANS PANDAS](#).

I'm doing it because I want to help raise greatly needed public awareness and support the kids (and their families) impacted. And even though I'm not in the best of shape, I'm willing to walk to raise funds through the Steppin' Out event.

Would you be interested in sponsoring my journey?

The cause is noble - I'm joining with hundreds of other walkers helping to raise money for some of the most medically marginalized children in Canada. **Speaking first-hand, I know how painfully difficult their daily lives can be. But thankfully**, IBA's fundraiser will be a walk in the park and a BIG expression of support for the PANS PANDAS community.

So, would you donate? Click on the link below to visit my page and give securely online:

To give, click here: **(Paste link to your page here – test it!)**

Thanks in advance for your support!

My Name



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Donor Letter: (Why this matters to me.)

Subject: I'm "Steppin' Out for PANS PANDAS" on September 23 - here's why!

Dear **Person's Name**,

On September 23, I'm taking part in Steppin' Out for PANS PANDAS. It's a family-friendly walking event (2 or 5 km) that supports a new Canadian charity, Inflamed Brain Alliance, working with kids & families battling [PANS PANDAS](#). It's a charity that's close to my heart.

[This is where you tell a brief (4-5 sentences) personal story, like this one]

As you might know, I've spent the last X distressing months/years trying to get medical care for my daughter/son...

Will you support me as I fundraise to help Inflamed Brain Alliance (IBA) get established as Canada's only charity helping kids with PANS PANDAS?

You can donate to my cause through the link below (give securely online) and you'll receive a charitable receipt immediately. Or, write a cheque toward IBA and send it to me – either way, your donation will make a huge difference in the lives of those who benefit from **Inflamed Brain Alliance's** programs.

To give, click here: **(Paste link to your page here – test it!)**

Please let me know if you have any questions.

Thanks for your support. It means more than you can imagine.

My Name

P.S. If you're interested in joining me on Steppin' Out Day, let me know – I'd love the company.



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Donor Letter: Ask for \$25

Subject: Please donate to me in Steppin' Out for PANS PANDAS!

Dear **Person's Name**,

On September 23, I'm participating in Steppin' Out for PANS PANDAS to raise money for **Inflamed Brain Alliance** who does great work for kids, young adults and their families battling with [PANS PANDAS](#).

I'm emailing to ask you for a \$25 donation in support of my efforts. Would you be willing to support me this much?

Click the secure link below, and your donation will be receipted immediately.

[Paste link to your fundraising page here – test it!]

Please ask if you have questions - I'm excited to do this and appreciate your support.

Your friend,

My Name