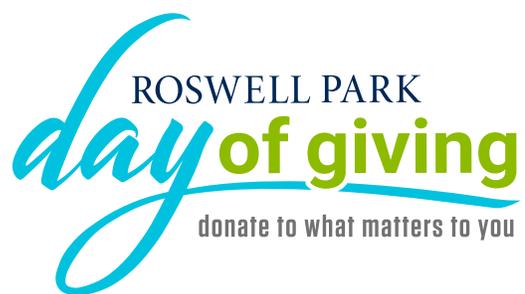


# COPY, PASTE AND SEND



the email messages below to your colleagues, patients, family members, friends and everyone else in your network!

**Send: 2-4 Weeks Prior to the Day of Giving**  
**Subject: Save the Date – September 25!**

Dear \_\_\_\_\_,

Mark your calendar for Wednesday, September 25 — Roswell Park Comprehensive Cancer Center’s first-ever Day of Giving!

Day of Giving is a 24-hour opportunity for staff, patients, families, friends and community members to direct their donations to the Roswell Park programs or research areas of their choice.

Perhaps you have a personal reason to support lung cancer or sarcoma research, or maybe you’ll give to clinical trials at Roswell Park so your loved ones always have access to the latest cancer treatments. Day of Giving is your chance to make a difference by **donating to what matters to you**.

***Every dollar counts in the fight against cancer, and I am asking you to help me make a difference on September 25.*** You can review all of the available giving areas now at [roswellparkdayofgiving.org](http://roswellparkdayofgiving.org). With your help, we can make this inaugural Day of Giving for Roswell Park a huge success!

Thank you!

**Send: September 25 – Day of Giving**  
**Subject: I Need Your Support!**

Dear \_\_\_\_\_,

TODAY IS ROSWELL PARK’S DAY OF GIVING — a 24-hour opportunity for the community to support the programs and research areas of their choice!

Friends, family, patients and Roswell Park staff have already started donating to the areas that matter most to them. When you join us, we can make an even greater impact for patients fighting cancer.

***Every dollar counts, and I am asking you to help me make a difference.*** Take a look at all of the available giving areas and donate to what matters to you at [roswellparkdayofgiving.org](http://roswellparkdayofgiving.org).

Thank you!

**Send: September 26**  
**Subject: THANK YOU!**

Dear \_\_\_\_\_,

On behalf of the patients and families served at Roswell Park Comprehensive Cancer Center, thank you for your support during the first-ever Day of Giving! We are so excited about the success of this year’s event and the impact your generous donation will have on the patients benefiting from the research and programs you’ve generously supported.

Once again, thank you for helping make a difference in the fight against cancer. Visit the website [roswellparkdayofgiving.org](http://roswellparkdayofgiving.org) to see this year’s amazing results!