

THE GREAT BRAIN FREEZE

Sample Email to Recruit Participation and Donations

Writing an email to your friends, family, colleagues and members of your local community is a great way to tell your story, get the word out, garner support for your cause and give instruction on how to make contributions to your fundraiser. Below is suggested wording to simplify the process.

Dear *(insert name)*,

I invite you to join me for **The Great Brain Freeze** on *(insert date/time/location)* where I will plunge into the chilly waters of *(body of water)*. I am taking the plunge to bring awareness to acoustic neuroma brain tumors and raise funds to provide support networks and education to patients and families.

(Insert your personal story here to explain why this cause is so important to you.)

Come out to take a dive with me or just come to have a good time. *(Add in extra details here such as: Wear your wackiest costume or your swimsuit. Don't forget a towel, a change of clothes and a bag for your wet clothes.)*

Any show of support means a great deal to me and others like me. Donations of any amount are gratefully accepted and can be made to Acoustic Neuroma Association at www.ANAUSA.org or mailed to 600 Peachtree Parkway, Suite 108, Cumming, GA 30041. Please reference "The Great Brain Freeze – *(your name)*."

The Acoustic Neuroma Association® is the premier resource on this rare brain tumor. Every year, nearly 3,000 patients in the U.S. are diagnosed and thousands of others live each day struggling to manage the symptoms of the tumor and the side effects of treatment.

On behalf of all who endure this debilitating condition, I sincerely thank you for making a real difference in helping ANA continue to support those who suffer and bring them the best resources possible to manage this brain tumor, just as they did for me.

Gratefully,
Your signature

P.S. Please contact me if you have any questions at (insert your email or phone number here).

Sample Post for Facebook

Once you send out your email and letter, you will want to send the message out on social media to everyone else. Below is suggested wording for a Facebook post. This can be modified for Twitter and other social media outlets. The most effective way to ensure your post is noticed is to send your message via video. If you cannot do a video message, enhance your post using photos.

I am inviting you to join me for **The Great Brain Freeze** on *(insert date and time)* at *(insert location)*. I will take a plunge into the freezing waters to increase awareness about acoustic neuroma, a rare brain tumor, and raise funds for the [Acoustic Neuroma Association](http://www.ANAUSA.org)[®]. If you aren't *brrrave* enough to swim with me, please come out and join the fun!

This is a cause that is important to me because *(insert a sentence explaining why)*.

ANA was there for me when I needed them! Please help me raise money so that ANA will be able to help future generations of patients like me. Donations of any amount are appreciated! You can make a donation at www.ANAUSA.org or send a check directly to ANA. Please reference my name.

Sample Reminder Email/Post

Send an email or social media post to remind people of your event one week ahead of time. Keep it brief or add as many details as you feel are necessary.

This is a reminder to join me for **The Great Brain Freeze** on *(insert date and time)* at *(insert location)* where I will jump into the frigid water to support acoustic neuroma brain tumor awareness and raise money for patient services and support. Swim with me or just come watch. Donations to the Acoustic Neuroma Association at www.ANAUSA.org are appreciated. Please reference my name.

Sample Thank You Email to Your Donors

ANA will issue an official thanks and tax receipt for all donors providing their name and address but you should send your own note of thanks. Here is some suggested wording to make it easy.

Dear *(insert donor's name)*,

Thank you for making a donation to **The Great Brain Freeze** benefiting the Acoustic Neuroma Association (ANA) and to increase much-needed awareness of this rare brain tumor.

I am grateful to you for your thoughtful gift and for supporting this cause that is so important to me. Your donation helps to provide valuable educational resources and a network of support groups for acoustic neuroma patients in need all over the U.S.

If you would like to learn more about ANA or get involved with their work, visit www.ANAUSA.org.

Thanks again for your generous support!
(Your name)