



E-mail - Full Ask

Hello _____,

With Giving Tuesday around the corner, **(Company Name)** and I have committed our fundraising efforts toward supporting the impactful work of the American Heart Association.

While **(Company Name)** has been a sponsor of the American Heart Association's Lawyers Have Heart campaign for the past XX years, we recently sat down with the AHA to learn more about the full breadth of their work. This includes educating families in Greater Boston on the importance of living a healthy lifestyle, fighting to ensure our communities have the highest quality of care, finding cures for heart disease and stroke and lessening susceptibility to other illnesses like COVID-19. My goal is to raise awareness and funds for the American Heart Association so they can continue to be a relentless force for a world of longer, healthier lives.

(Company name) remains more committed than ever to standing with the American Heart Association as they continue to address those impacted by the coronavirus. The following are some ways they're dedicating their resources to make a difference:

- Investing up to \$2.5 million to investigate the cardiovascular implications of coronavirus.
- Helping to accelerate antiviral drugs to combat coronavirus.
- Leveraging science and relationships to help lead the conversation about the coronavirus and how it affects at-risk patients.
- Meeting the needs of health care workers dealing with the COVID-19 pandemic.
- Teaching hospitals and communities how to safely and effectively administer CPR during the COVID-19 pandemic.
- Advocating for policies that ensure families have access to care, frontline health workers can care for people with medical needs and charitable organizations can continue their life-changing work.
- Working to ensure the greatest needs of communities are prioritized, including access to care, financial support, proper nourishment and physical activity.

As **(Company Name's)** choice of **vendor/business partner/service provider**, we humbly ask for your consideration in:

- Making a **\$XXXX** donation toward our fundraising campaign. By doing so, you will collaboratively match **(Company Name's)** corporate gift of **\$XXXX** with **XX** of our trusted vendors/business partners/etc. doubling our impact immediately.
- Matching **(Company Name's)** corporate donation of **\$XXXXX** to immediately double our impact.

(Company Name) is passionate about making an impact and we value others who care about our community. **(Company Name)** would like to recognize **(Company Name)** for your support by:

1. Thank **(Company Name)** on the homepage of our website
2. Thank **(Company Name)** on social media platforms
3. Add **(Company Name)** logo to our 2021 Lawyers Have Heart T-shirts
4. Invite **(Company Name)** to...

Please call me directly if you would like to connect further on specifics. I will circle back by **(insert date - 4 days away)** as the fundraising campaign ends on **(insert date)**.

Thank you!