

# \$48 in 48 hours Challenge

A few simple steps to help you raise \$48 and win two pizzas for the night of Relay!

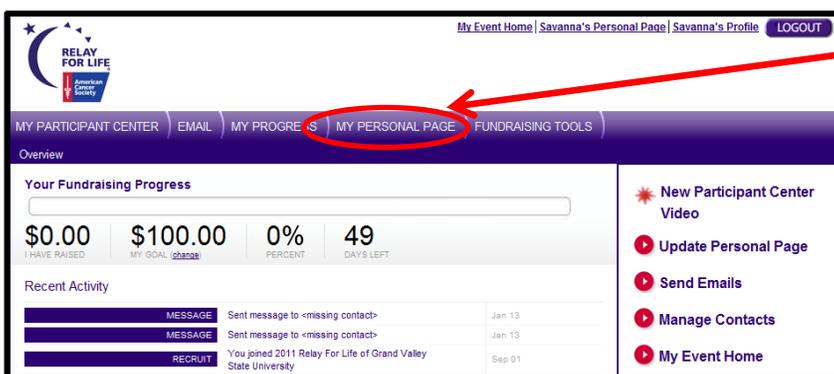
Midnight April 15<sup>th</sup> – Midnight April 17<sup>th</sup> (all day Saturday – Sunday)

Call	Facebook	E-Mail
Call friends and family and let them know when the \$48 in 48 Challenge starts and ends so that they can plan on making a donation during that time.	Post a link to your personal fundraising page. Try to check on your fundraising progress during the challenge time so that you can update everyone on how you're doing.	Send e-mails from the Relay website inviting friends and family to donate during the challenge.

You know how to call family and friends, but here are a few tips when using Facebook and sending e-mails from the Relay website:

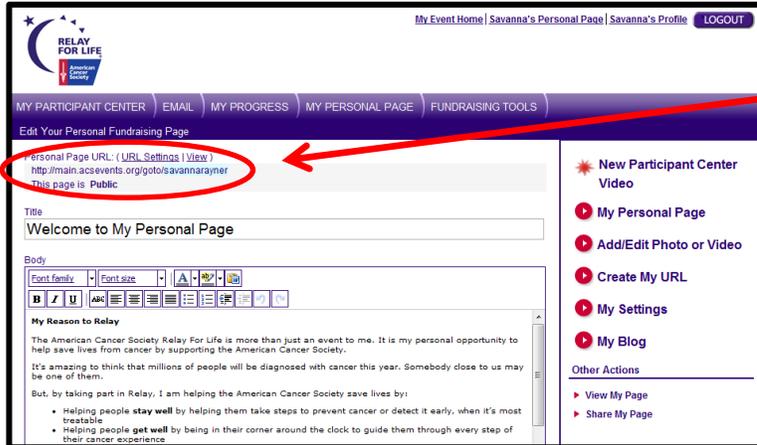


Log in on  
[www.relayforlife.org/maynardma](http://www.relayforlife.org/maynardma)  
after you've registered and then click  
on My Participant Center

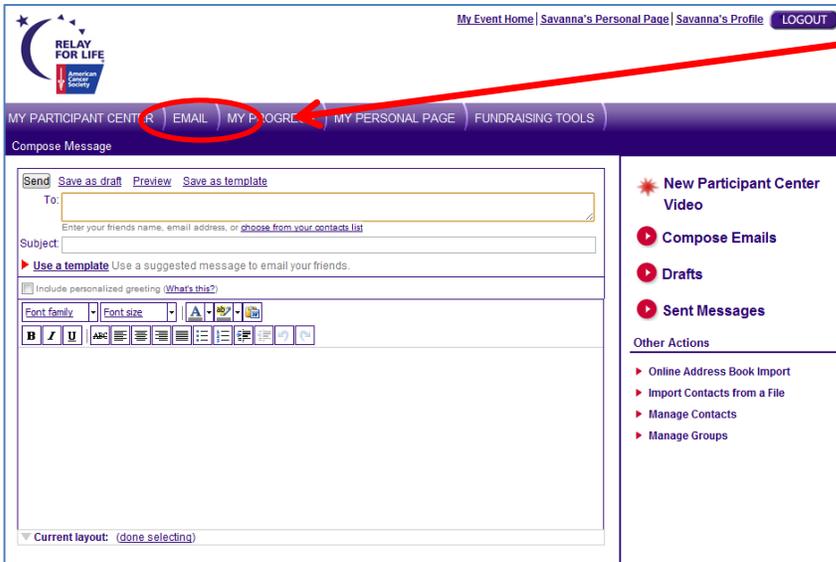


Click on My Personal Page

## To send e-mails from the Relay website:



From here, you can grab your Personal Page URL to post as a link on your Facebook page. This way friends and family will be directed straight to your page to make a donation. You can also take a few minutes to customize your Personal Page to tell everyone your reason to Relay- make it personal and you might just get a few more donations!



Click the Email tab in your Participant Center. Here's a trick to enter all of your e-mail contacts in the "To:" field fast: open your regular e-mail account and pretend that you're going to send an e-mail from there to all of the contacts you have saved. When all of the addresses are populated there, just copy and paste them over to the "To:" field here in your participant center!

**Our recommendation:** send out an initial e-mail ASAP explaining the challenge and letting friends and family know when the challenge begins and ends. Then, once the challenge starts, send out another e-mail to remind everyone to get their donation in!

The Team with the highest percentage raised in the 48 hours will receive two pizzas the night of Relay!

## Here is a sample email to get you started:

This year, I'm participating in the Relay For Life of Maynard. Relay For Life is the signature fundraising event of the American Cancer Society, but Relay is more than just a fundraiser- it's a life-changing event. 1 in 3 people will be affected by cancer at some point in their lives, and I want to do everything I can to fight back against this disease that takes too much from too many of us.

Here's where I can use your help: our Relay For Life event is holding a \$48 in 48 hours challenge. They're challenging all of us who are involved with Relay to raise at least \$48 during a set 48 hour time frame. The challenge begins at midnight on the night of Friday, April 15<sup>th</sup> and ends at midnight on the night of Sunday, April 17<sup>th</sup>.

If you're able to join me in this fight against cancer with a donation during the \$48 in 48 hours challenge, please make yourself a note to visit my personal online fundraising page sometime during the 48 hours of the challenge. Again, the challenge begins at midnight on the night of Friday, April 15<sup>th</sup> and ends at midnight on the night of Sunday, April 17<sup>th</sup>. Even if you're not able to make a donation during the 48 hours of the challenge, a donation at any time will be much appreciated and will help us work toward our ultimate goal of defeating cancer.

To check out my personal fundraising page, just click the link at the bottom of this message. Any amount that you're able to donate will be much appreciated and truly make a difference in the fight against cancer.

Thank you in advance for your support and I look forward to keeping you updated on my progress.

<< Insert your URL here >>

Happy fundraising!