

## BRIGHT Run 2021 Fundraising Scripts

### Social Media

I'm participating in BRIGHT Run because... [Insert Your Reason]. All money raised for BRIGHT Run goes directly to breast cancer research at the Juravinski Cancer Centre.

It would mean so much to me if you joined my team, [Insert Team Name], or made a donation! This year's event takes place virtually on September 11 and [my/our] goal is to raise [Insert Personal or Team Goal] for breast cancer research, and your support is so greatly appreciated.

To learn more or to donate, visit [www.brightrun.ca](http://www.brightrun.ca)!

### Email

Hello [Insert Name],

I'm emailing today to ask for your support as I participate in a local fundraising event supporting local breast cancer research. I'm participating in BRIGHT Run because... [Insert Your Reason]. All money raised for BRIGHT Run goes directly to breast cancer research at the Juravinski Cancer Centre.

To date, the BRIGHT Run has raised over \$4.5 million dollars and funded 15 leading-edge research projects. In many cases, these projects have led to expanded studies involving breast cancer patients across Canada.

It would mean so much to me if you joined my team, [Insert Team Name], or made a donation! This year's event takes place virtually on September 11 and our goal is to raise \$300,000 for breast cancer research, and your support is so greatly appreciated.

To learn more or to donate, visit [www.brightrun.ca](http://www.brightrun.ca)!

Thank you for your support,

[Insert Your Name]

### Phone Call (Friends/Family)

Hello [Insert Name],

I'm calling to let you know about an event I'm participating in called the BRIGHT Run. This year will be their second virtual event, but the BRIGHT Run has run for 14 years and all funds go directly to breast cancer research through the Juravinski Cancer Centre.

I'm going to be participating on September 11 by [walking/running/biking/wheeling] 5K. Would you be interested in joining my team or making a donation?