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 on September 10 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!

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.

The BRIGHT Run has raised over $5 million. In 2021 BRIGHT funded the BRIGHT Run Breast Cancer Learning Health System research chair at McMaster University. Since its inception in 2008, 16 leading-edge research projects have been supported by BRIGHT Run dollars. 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 on September 10 and our goal is to raise $315,000 for breast cancer research, and your support is so greatly appreciated.

To learn more or to donate, visit 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 15th anniversary and all funds go directly to breast cancer research through the Juravinski Cancer Centre.

I'm going to be participating on September 10 by [walking/running/biking/wheeling] 5K. Would you be interested in joining my team or making a donation?