

Sample Outreach Messages and Templates

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About The RARE Foundation

The RARE Foundation is a 501(c)(3) nonprofit, nonpartisan organization powered by the rare disease community to improve health outcomes by driving change through evidence-based policy, leading science-driven policy and regulatory research, activating the community to advocate for their rights and needs, and strengthening the rare disease community.

On campus, your role is to educate, activate, and inspire, bringing the rare disease conversation to your peers.

Ready to Use

ELEVATOR PITCH

GIFT ACKNOWLEDGEMENT

EMAIL TEMPLATE

SOCIAL MEDIA CAPTIONS

Elevator Pitch

“Hi! I’m raising funds for the RARE Foundation and the 30 million Americans living with a rare disease and making sure they have access to diagnosis, treatment, and care. This event is part of that effort. All the funds go directly to advocating for the rare disease community and driving policy change. Even just stopping by or spreading the word helps us make a difference!”

Email Template 1 (General Donation-Individual)

Subject: Support My Fundraiser for the Rare Disease Community

Dear [Name],

I'm raising funds for the RARE Foundation, a nonprofit that works to improve the lives of over 30 million Americans living with rare conditions. The RARE Foundation advocates for better policies, advances science into action, and ensures patients and families have access to the diagnoses, treatments, and care they need.

Your support — at any level — will make a real difference. Together, we can help amplify rare disease voices and drive meaningful change.

You can donate here: [link]

Thank you so much for considering a gift!



Email Template 2 (Invite-Individual)

Subject: Join Me in Supporting Rare Disease Patients

Dear [Name],

I'm organizing a [bake sale / trivia night / event] on [date] at [location] to raise funds for the RARE Foundation. The money we raise will help advance advocacy efforts, support research, and ensure patients and families affected by rare conditions can access the care they deserve.

Even if you can't attend, you can still support the cause by donating here: [link]. Every dollar makes an impact — and together we can help make rare diseases impossible to ignore.

Thank you for your support!

Best,

Email Template 1 (General Donation-Company)

Subject: Support My Fundraiser

Dear [Company],

My name is [NAME] and I'm participating in a fundraiser for the RARE Foundation, a nonprofit that empowers the voices of over 30 million Americans living with a rare disease.

The RARE Foundation works to ensure that people living with rare diseases have timely access to diagnosis, treatment, and care — regardless of their condition. Through research, policy, advocacy, and cross-sector partnerships, the RARE Foundation is driving real change for families facing delayed diagnoses, limited treatment options, and barriers to care.

My goal is to raise [GOAL AMOUNT] by [DEADLINE], and I'd be so grateful for your support.

Best,



Gift Acknowledgement – Individual

Subject: Thank You for Supporting the Rare Disease Community

Dear [Donor Name],

Thank you so much for your generous gift to support the RARE Foundation. Your contribution is helping advance advocacy, research, and access to care for the more than 30 million Americans living with rare diseases.

I'm so grateful for your support — together, we're making rare diseases impossible to ignore.

With gratitude,

*Depending on the fundraising platform you choose, donors will receive their formal tax receipt directly from that platform (e.g., Facebook Fundraisers or GoFundMe for Nonprofits will issue receipts automatically). If a gift is made directly to the RARE Foundation, the tax receipt will be issued by the RARE Foundation.

Gift Acknowledgement – Company

Subject: Grateful for Your Support!

Dear [Company/Donor Name],

On behalf of the RARE Foundation, thank you for your generous contribution to my fundraising campaign. Your support helps empower the voices of over 30 million Americans living with a rare disease and ensures that they have timely access to diagnosis, treatment, and care.

The RARE Foundation works to drive meaningful change through policy advocacy, research, and collaboration — efforts that would not be possible without the generosity of supporters like you. Your gift is making a real impact for families who too often face delayed diagnoses, limited treatment options, and barriers to care.

Thank you again for your generosity and belief in this mission. Together, we are driving change and creating a brighter future for individuals and families navigating life with a rare disease.

With gratitude,



Social Media Post/Caption

Sample Caption 1: Why I'm Fundraising

I'm fundraising for the RARE Foundation because [insert your personal reason or who you're honoring]. 1 in 10 Americans live with a rare disease, yet 93–95% have no FDA-approved treatment. Together, we can change that. Join me by making a gift today: [Fundraiser Link]

Sample Caption 2: The Power of Small Gifts

Every dollar makes a difference. Whether it's \$5, \$15, or \$50, your gift fuels advocacy for equitable access to diagnoses, treatments, and cures for people living with rare diseases. I'm fundraising in honor of [insert personal story/connection] — will you join me?
Donate here: [Fundraiser Link]

Sample Caption 3: Progress Update /Milestone Post

We've already reached [insert % or dollar milestone] of my fundraising goal! I'm so grateful for everyone who has supported this campaign in honor of [insert your personal connection or story]. Let's keep the momentum going!
Give here: [Fundraiser Link]

Social Media Post/Caption

Sample Caption 4: Mission-Driven

1 in 10 Americans lives with a rare disease, yet most have no treatment or cure. I'm fundraising for the RARE Foundation to ensure patients' voices are heard in Washington and beyond. Every dollar helps move science into action. Join me today: [Fundraiser Link]

Sample Caption 5: Personal Connection

I'm supporting the RARE Foundation because [insert personal reason]. This organization empowers patients and families to advocate for research, policy, and equitable access to care. Donate here: [Fundraiser Link]

Sample Caption 6: Urgent / Impact

93–95% of rare diseases have no FDA-approved therapy. That's why I'm raising funds for the RARE Foundation — to help change this reality. Together, we can make rare disease voices impossible to ignore. Give here: [Fundraiser Link]

Testimonials

Testimonials are a powerful way to bring your fundraiser to life and make it more personal. By sharing real stories like those about advocacy journeys, research impact, community connection, or hope for the future you give your audience something tangible to connect with. These stories help illustrate why the cause matters, highlight the difference the RARE Foundation makes, and show how support changes lives.

Template 1: Advocate / Family Experience

“When my [child / parent / sibling / loved one / I] was diagnosed with [name of rare disease or ‘a rare disease’], we felt [emotion: lost, overwhelmed, uncertain]. The RARE Foundation gave us [tools / resources / connections / hope] to [advocate in Washington / connect with others / raise awareness / push for change]. That’s why I’m fundraising — to give more families the same [support / voice / hope] that we received.”

Template 2: Policy & Research Impact

“As a [rare disease patient / caregiver / advocate], I’ve seen how long it can take to get a [diagnosis / treatment / care plan]. The RARE Foundation has mobilized advocates like me to push for [legislation / research funding / access to treatments] that speeds up [diagnosis / research / drug development / equity in care]. Your gift helps make that possible, and I’m fundraising to keep that momentum going.”

Testimonials (continued)

Template 3: Community & Connection

“When I first connected with the rare disease community through the RARE Foundation, I realized I wasn’t [alone / invisible / without a voice]. Being able to [share my story / meet others / advocate together] has given me [strength / hope / purpose]. I’m fundraising to help others find the same [community / empowerment / voice] that changed my journey.”

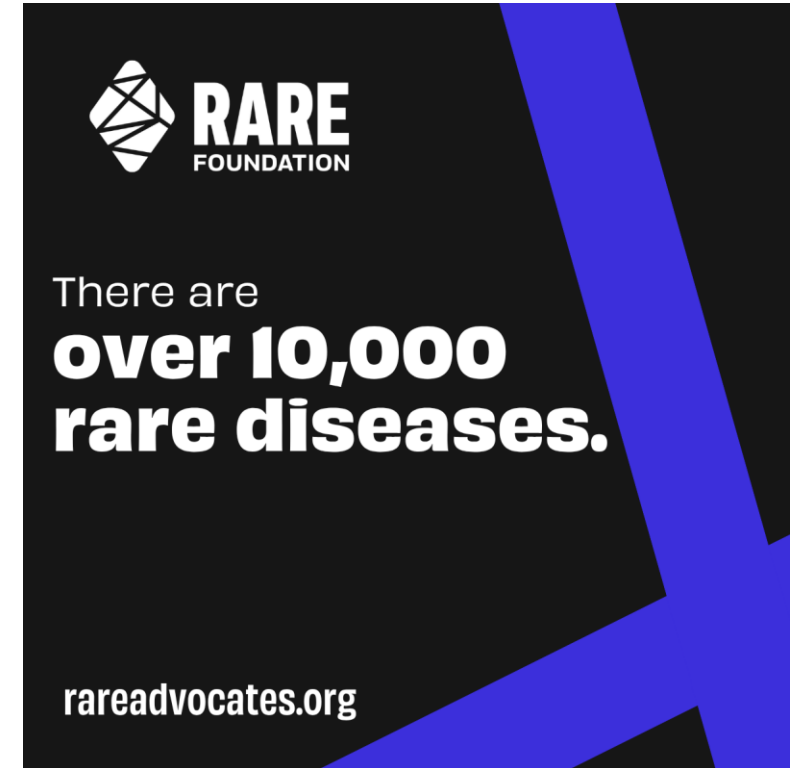
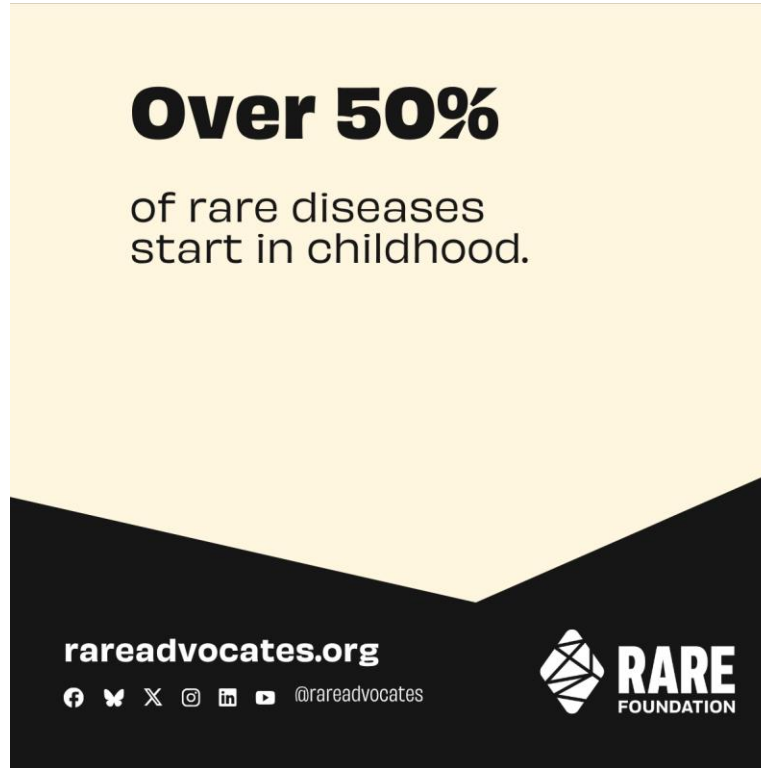
Template 4: Hope for the Future

“Living with [name of rare disease / a rare disease] has been [challenging / exhausting / full of unknowns], but the RARE Foundation is working to make the future brighter. By [advocating for science-driven policy / pushing for faster research / ensuring access to care], they’re giving families like mine hope. I’m fundraising so that [future patients / children / families like ours] won’t have to face the same struggles.”

Template 5: Gratitude & Action

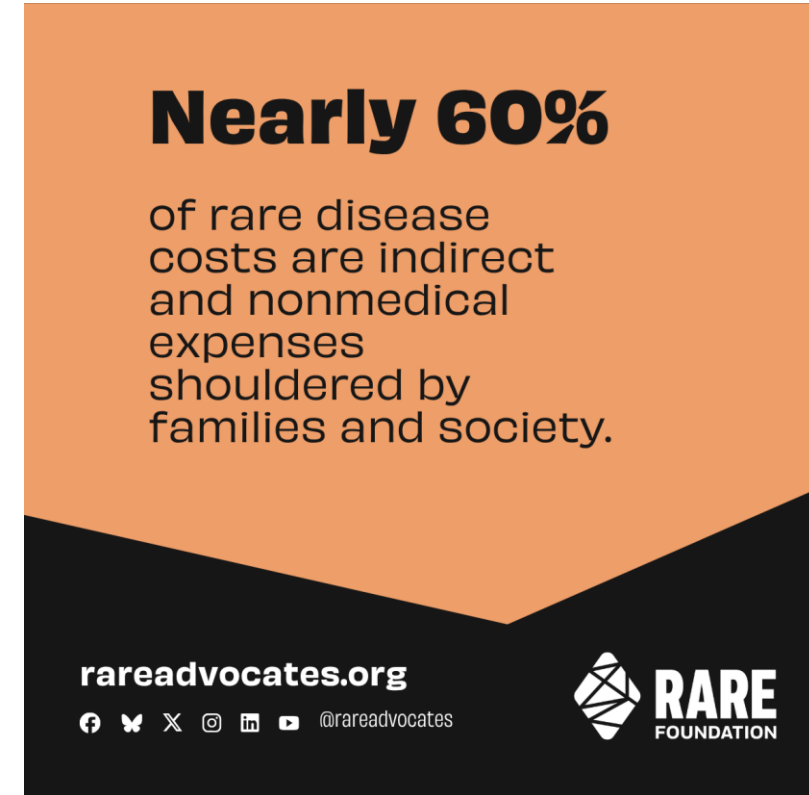
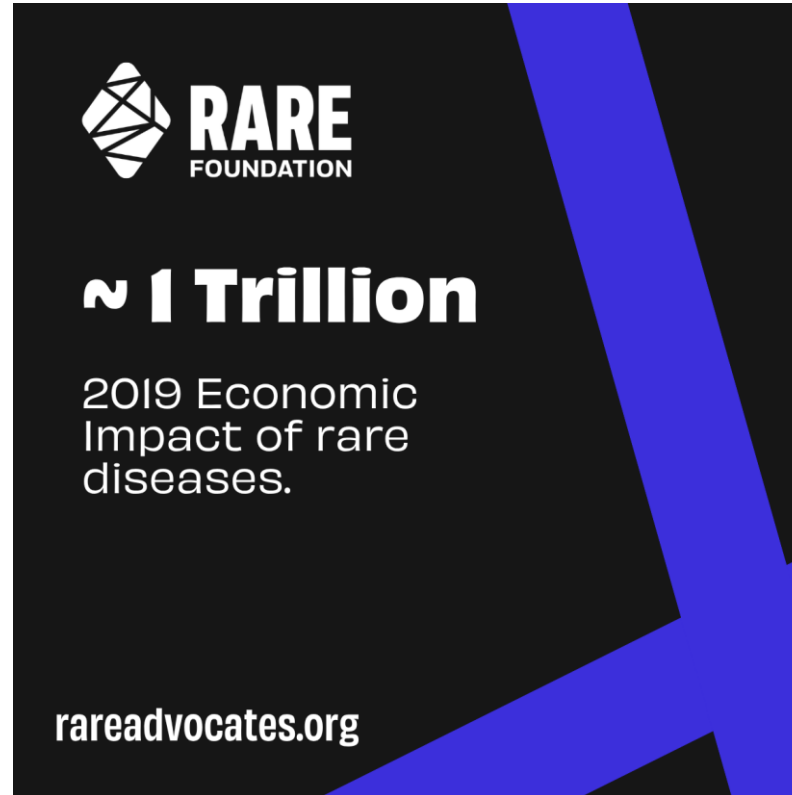
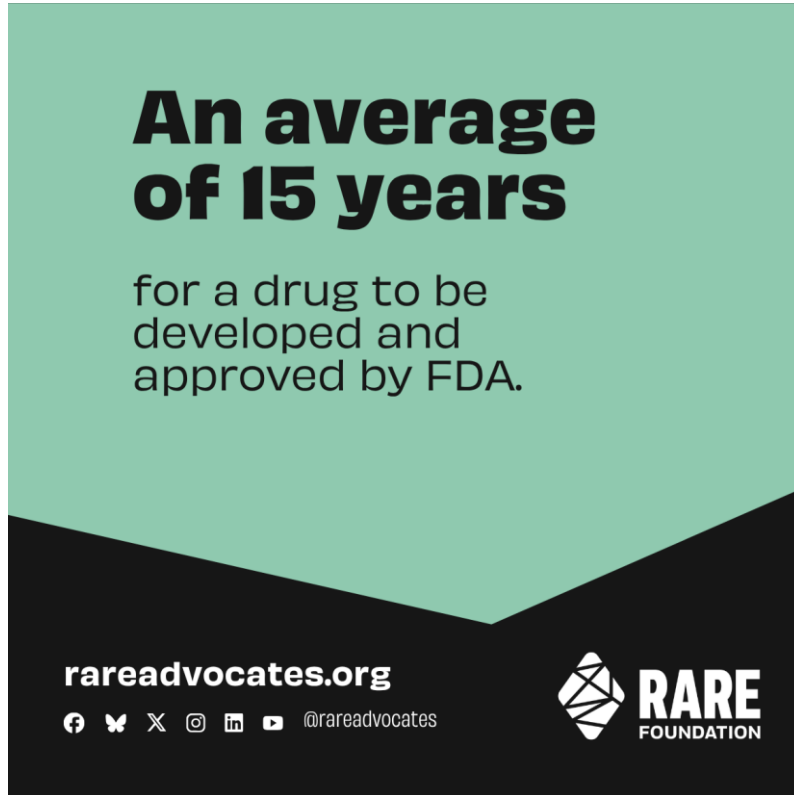
“I’m grateful for the support I’ve received from [family / friends / the RARE Foundation community], but I know so many others still face [isolation / long waits for diagnosis / limited treatment options]. That’s why I’m taking action by fundraising for the RARE Foundation. With your support, we can [amplify rare disease voices / fuel advocacy / bring change faster] for those who need it most.”

Approved Social Media Graphics



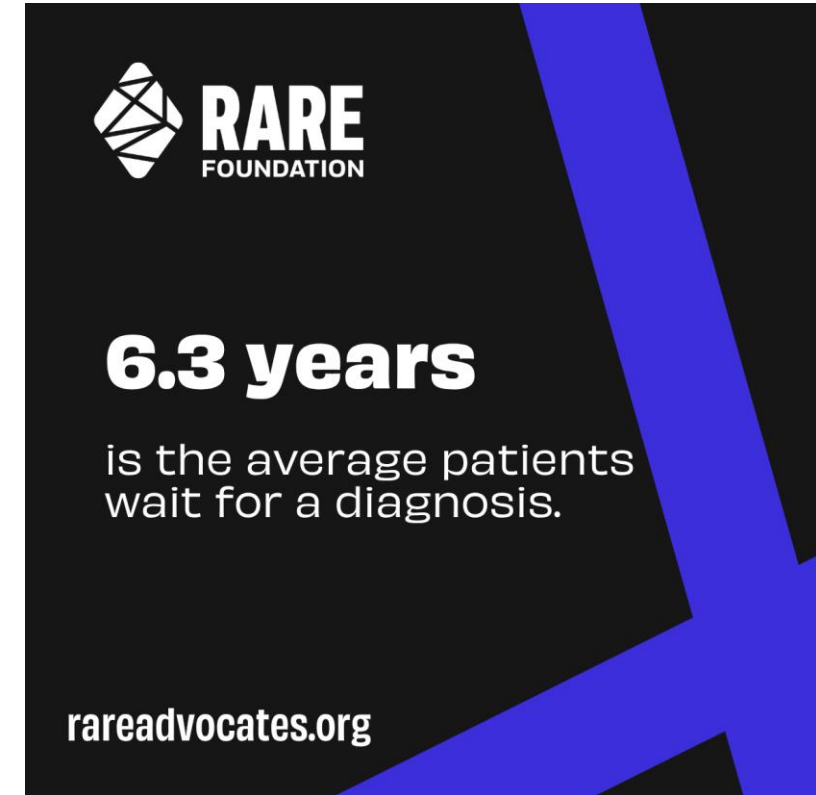
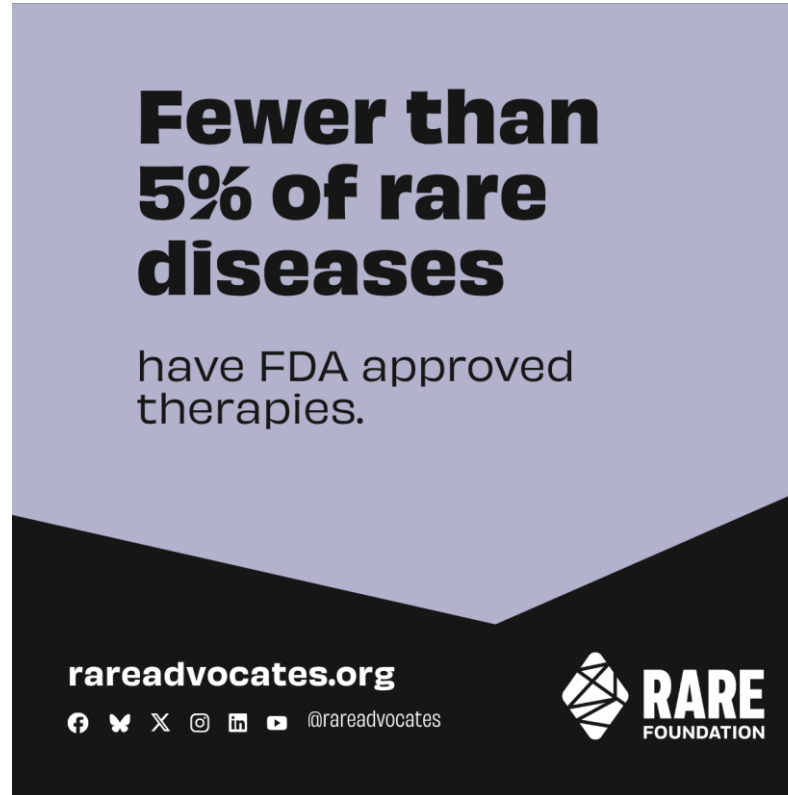
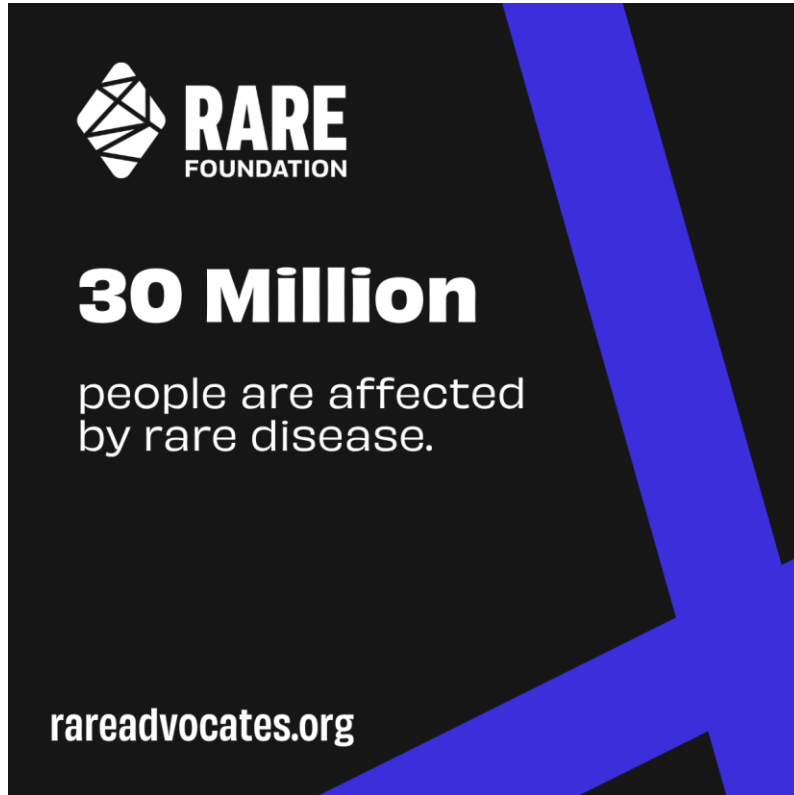
To use: right-click image and select Save as Picture, then upload the saved PNG to your social media.

Approved Social Media Graphics



To use: right-click image and select Save as Picture, then upload the saved PNG to your social media.

Approved Social Media Graphics



To use: right-click image and select Save as Picture, then upload the saved PNG to your social media.

Contacts

Have a question along the way? Please reach out! We're honored to help at any stage of your fundraiser.

James Uyeda

Vice President of Philanthropy
juyeda@rareadvocates.org

Carrie Borrello

Annual Giving Manager
cborrello@rareadvocates.org

Thank you!