



MADNESS VOLUNTEER EMAIL SAMPLES

EMAIL TEMPLATE #1 (SHORT OPTION)

Hi, Name,

I hope work is going well at XYZ. Congrats on the promotion/baby/wedding!

Remember Mr. Rappleye/Blue Whale Café/the lacrosse state championship game? I still laugh/cry/feel sick when I think about the Halloween parade/final exams/running laps.

As you think about how much MICDS did for us, I hope you'll join me in [participating in Madness](#). You can direct your gift to an area that resonates with you or even in honor of one of our teachers. Madness is all about participation so any gift amount will move the needle for our class! This is a great way to give back to the school that gave us so much.

I'm now living in XYZ and would love to catch up over a FaceTime call/coffee/lunch/drinks.

Hope you're doing well.

Your Name

EMAIL TEMPLATE #2 (LONGER OPTION)

Hi insert classmate's preferred name,

Make first sentence/paragraph a personal note.

Are you ready for the Madness? I'm working with MICDS and we need your help! This is the 14th Annual MICDS Madness Participation Challenge, and we want everyone in our class to get involved.

You can help by [making a gift to the MICDS Fund](#). Every gift counts, even if it is just \$5! Our collective impact is greater than any single gift, so together let's make a difference in the lives of MICDS students this year.

Did you know that tuition at MICDS does not cover it all? The MICDS Fund supports: teacher salaries and benefits, tuition assistance, classroom budgets, arts, athletics, and activities in the current academic year. It is not about the dollar amount, it is ALL about participation. Yes, the School has a large endowment, but they can only draw a certain amount per year and most of it is restricted for specific use. Yes, the School builds new facilities, but those funds come from a small group of donors who made one-time commitments.

So far, we have insert the # of classmates that have donated people from our class who have made a gift. Our goal is to reach insert participation # by March 8th! To make giving easier I have included a link to the online giving form. There are lots of giving options so I hope you can find one that resonates with you. I gave through this link myself and it only took a few minutes from start to finish. You can even check out the leaderboards to see what class is in the lead. I hope it's ours!

<https://give.micds.org/micds-madness-2024>

Our time at MICDS was truly life changing. And, our gifts help make MICDS second to none in Saint Louis. Let's show our gratitude by coming together as a class to support the students at MICDS.

LET THE CHALLENGE BEGIN! WE'RE IN IT TO WIN IT! TEAMWORK MAKES THE DREAM WORK!

Best,
Your Name

P.S. I thought it would be fun not only to show our class unity but also to multiply our impact by hashtagging **#Classof**insert class year **#MICDSMadness** after we give. Share it on Facebook,

Facebook, Instagram, Snapchat or Twitter: the more people we reach, the greater our impact will be on MICDS students.

EMAIL SAMPLE from Jordan Taylor '14:

Hello, MICDS Class of 2014!

It's been a long time -- I hope this email finds you all well. I've attached a silly photo for your enjoyment (😄)

As you may already know, Camille Bianco and I are Class Reps for our class for the MICDS Madness Young Alumni Campaign. We wanted to reach out and encourage you to participate in the challenge by making a donation [here](#).

This program emphasizes participation. Nobody expects us -- as the youngest class in the challenge -- (Sentence Pattern 7A) to come through with a huge check, but that

doesn't mean we can't crush the participation, much like Mr. Black's advisory (s/o to you all) crushed snack, every. single. time (remember the [Cliff Bar](#) split 10 ways?)

Quick shoutout to Charlie Tipton, not only for his middle school talent show rendition of Christina Aguilera's "Beautiful," but also for already having donated this year. Tipton, the rendition was perspective-altering, and well-done on the donation, pal.

I gave because MICDS played such an important role in my life, and donations enable the school to provide a similar experience for others. I encourage you all to think back to your experience and pay it forward.

Alright enough of me. If you have any questions, feel free to reach out to Camille, me, or Sue Ann Stanton at MICDS (cc'd). If you want to get fewer emails from me, donate now and I'll shut up ;)

Let's get it,
Jordan & Camille

P.S. If you make your donation recurring, we can establish long-term dominance of this challenge

EMAIL SAMPLE from Kendall Krummenacher '02:
GIVE NOW and read no further!

This email is being sent to an exclusive group of generous donors who one by one contributed to the collective that landed the Class of 2002 1st Place in MICDS Madness last year for the first time in history.

On behalf of our committee, I would like to thank all of those in the "CC" field who have so generously given year after year, including this year, in support of the place that brought us all together.

On behalf of our committee, I would also like to put the **heat** on to those in the "TO" field, who are a part of our winning legacy, but have yet to take action by clicking this **GIVE NOW** link. I need not remind you it is not about dollars but rather about participation. There are many great areas of the school where you can allocate your donation. If you need help clicking the link, reach out to a friend in the "CC" field. If you don't have time to click on the link, I don't believe you. If you have spent every day of the past year regretting your generosity in support of students that go after us, perhaps we should have a deeper conversation (my cell is below). Every gift helps. Rely on the help of your friendly committee. We are here to serve.

We will not settle for second place. And quite frankly neither will Jack. He is a big star now with even bigger expectations. Some might say a Diva.

Also, in 2001, Nelly dropped a hot beat called 'Number One'. And We. Are. Number One. Let's keep it that way.

Strategy used: CC: all class donors-to-date; TO: classmates who donated last year, but haven't yet this year

EMAIL SAMPLE from Lauren Hasak Gillentine '03:

Hey Classmates!

Hope you all are doing well! This year Whitney Smith (Cohen), Libby Claypool (Benoist), Camille Branch (Boever) and I are helping raise awareness/participation for our class for the March Madness Campaign.

Over the next 7 days MICDS will be running a campaign to raise money for everything from teacher salaries & computers to financial aid for students of all grade levels. The campaign is obviously about raising money but high levels of participation are key for appealing to parents and other donors throughout the year to demonstrate how alumni continue to value their time at MICDS.

We will try not to overly bombard you with emails this year so to make it easy just go ahead and donate today!! :) Even \$5 makes a difference-especially for this campaign.

Here is the link to donate: <https://give.micds.org/micds-madness-2024>.

Thanks so much,
Lauren Gillentine (Hasak)

EMAIL SAMPLE from Libby Benoist Claypool '03:

(with image of scoreboard embedded)

Are you feeling the Madness Class of 2003? We came out of the gate strong so let's end the week on a high note and carry that into the weekend! Please participate and show your support and appreciation for everything MICDS is and does. All of the funds raised during MICDS Madness will **go directly to what makes MICDS such special and spectacular place: support of faculty, administration, student aid, and school initiatives**. Remember, anything you can give is greatly appreciated; a dollar, five dollars, or five cents. March Madness is a **PARTICIPATION CHALLENGE**; so the more people that participate the closer we come to our goal of 100% participation for the class -- **WE ARE TIED FOR THE LEAD WITH CLASS OF '98**. We are looking for participation and not necessarily dollars raised so don't worry about ditching your morning coffee...but maybe sacrifice an afternoon K-Cup today? Please follow the link to show your support. Thank you so much for your time and my absolute best,

<https://give.micds.org/micds-madness-2024>

From Camille Branch '03:

Can we just take a moment to reflect on how AMAZING our class is?! We're LEADING MICDS MADNESS 2019! Check out the scoreboard!

PLEASE consider giving - it's a participation challenge, so whether it's \$20, \$200, or \$2000, it all counts the same. [GIVE HERE!](#) There's only FOUR days left!

As a little trip down memory lane, our very own Libby (Benoist) Claypool put together a video - we tried to find a recording of Mark & Kirk's "our socks don't match" to set the video to, but no luck. (Click link, and download the video!)

<inserted image of scoreboard>

EMAIL SAMPLE from Camille Bianco '14 and Jordan Taylor '14:

Hi everyone!

There are only **2 days left** of the 10-day MICDS Madness Challenge!!!

Again, this is a **participation challenge**, so even a couple of dollars can help us reach our goal! Jordan and I are already SO proud of our class, and how we have been doing so far, but I know we can do EVEN better!!

Please click the link [here](#) to donate \$1, \$25, or \$50. This will only take **5min or less** of your time, I promise!

All the best,
Camille & Jordan

EMAIL SAMPLE from Mary Holbrook '08:

Can you all believe it has been 10 years since we graduated High School? Wow time really does fly.

When I think back to some of my favorite memories I think of:

- The eternal library battles to try to keep us quiet
- Beating Burroughs in almost all athletic contests
- Mr. Polasko's obsession with grass
- Advisory; the mentoring from an amazing teacher to prepare us for the real world. I wouldn't be where I am today without the advice from Mr. America!
- Hilarious Ram Reports in Monday morning Chapel always brightened the beginning of a long week
- Being thrown in the pond on the first day of Senior Year... still taking 2 showers a day after that...
- Being put in challenging situations that prepare you for the real world
- Building a group of friends who will be there for life!

Now for the shameless fundraising plug, while it is true that MICDS has a healthy endowment, showing your support is really important to preserving a relationship with the school that gave us all an incredible amount.

This week is the MICDS Madness Challenge. This week is all about class participation and competition vs our fellow alums. You can give \$1 or \$100 dollars, it doesn't matter. It is all about participation, and I want your support. The class of 2008 was the best class and let's keep it that way!

I have included a link below to the site. [Donate here](#)

Please don't make me cold call you!

Best,

Mary Holbrook

EMAIL SAMPLE from Andrew Levine '02:

– directed to specific groups (teams, advisory, location, etc.)

Subject Line: MICDS Madness x SF Crew

Hello my delightful tech people,

I miss you all greatly and would love to see you all during my next visit out to SF.

Anyhow, I signed on this year to help out with MICDS Madness (aka annual fundraising). The goal of MICDS Madness is to provide some additional resources for the school that gave us so many great things... like red slips and formal dress day.

We're trying to get everyone to participate in any amount (\$5 would be fine but \$200 would be incredible).

Here's the link to help out: <https://give.micds.org/micds-madness-2022>

Hope you'll consider participating and hope to see you all at the 15 Year Reunion (May 4-6).

Best,

Levine

EMAIL SAMPLE from Lindsey Herzog Shipley and the 2007 Team:

– Get Creative! This linked to videos and a curated Spotify Playlist just for the Class of 2007

Subject Line: MICDS Madness// Final #TBT

Good morning, [MY LOVES](#)! It's time for the fourth (and final) installment of our MICDS Madness ~ tHrOwBaCk JaMz ~ so get ready to [LEAN WIT IT, ROCK WIT](#)

[IT](#) because [IT'S GOIN' DOWN](#), senior year style. Today is the last day to donate as part of MICDS Madness, so be sure to get those donations in because [IT ENDS TONIGHT](#). [SOS, PLEASE SOMEONE HELP ME](#): **We still need 30+ gifts to reach our goal**, so please [MAKE IT RAIN](#) today! [THIS AIN'T A SCENE, IT'S AN ARMS RACE](#) and we're behind – get those gifts in here: <https://give.micds.org/micds-madness-2023>.

High school may seem really [FAR AWAY](#), but the memories we made at MICDS are [IRREPLACEABLE](#). Let's make our school even [STRONGER](#) for the next generation.

So, [CRANK THAT](#) and let's bring those donations [HOME](#). If we hit our goal, I [PROMISE](#) I'll pop the [BUBBLY](#) and [BUY U A DRANK](#) at the (hopefully) open bar at our 10 year reunion, where we can all [PARTY LIKE A ROCKSTAR](#).

DONATE HERE: <https://give.micds.org/micds-madness-2023>

To help get you in the donating mood, we're dropping the full MICDS Madness ~ tHrOwBaCk JaMz ~ playlist on Spotify. Get it [here](#).

[KISS KISS](#),

Lindsey, Elizabeth, Peter and Jack

THANK YOU EMAIL SAMPLE:

Hi [NAME] - Thanks so much for donating to MICDS Madness! I really appreciate you taking the time to donate - your support helps make MICDS an even better place for today's students.

Overall, our MICDS Madness efforts resulted in [DOLLAR AMOUNT] for the school, which will help us [DETAILS OF WHAT DONATION WILL HELP WITH]. Our class had a [PERCENTAGE] participation rate - so thank you for being a part of that!

*Thanks,
Lindsey*

TEXT SAMPLE:

From Lindsey Herzog Shipley '07:

"Hi, [Name]! You may have seen the emails, but it's MICDS Madness time and I'd love if you'd support our class and by donating here <https://give.micds.org/micds-madness-2024>. Every little bit counts, as our goal is to get XX% of our class to participate in the challenge. Let me know if you're able to give and/or if you have any questions about Madness!"