



Gold Getter Recruitment Email Template

Dear [insert name here],

I hope you're having a fantastic summer!

As you know, I'm a supporter of children's cancer research and the need to create awareness of the number one disease killer of children. I'm writing today to invite you to join me in CureSearch's campaign for Childhood Cancer Awareness Month (CCAM) in September.

The official color for childhood cancer awareness is gold. We are planning a social media campaign called **#MakeItGoldForKids** and asking people to "go gold" by posting on all social media platforms. We envision people wearing gold, decorating their office, classroom or car with gold, and getting creative with their own **#MakeItGoldForKids** photos and videos. We would then ask them to share their golden efforts on their social media accounts with the hashtag **#MakeItGoldForKids**. Our goal is to create a viral campaign using the hashtag **#MakeItGoldForKids** to help people understand the critical need to support children's cancer research.

Here's how you can help us:

1. Join me as a **Gold Getter**. The goal as a Gold Getter is to turn something in your community gold during CCAM and then inspire others to do the same. The Gold Getters' are asked to recruit ten friends/family to use social media to share how they are going gold and raising awareness for children's cancer during September. CureSearch has provided all the [resources](#) you need – an infographic, email templates, sample posts, memes, etc. Ready to be a Gold Getter? **Sign up [here](#)**.
2. Start brainstorming the ways you'll **#MakeItGoldForKids** and get ready to post on the campaign's Launch Day - **Thursday, September 1, 2016**.

I hope you'll join me as a Gold Getter! I understand if you're unable to participate, but I hope you'll still post during the month of September using **#MakeItGoldForKids**.

Until there's a Cure,

[Name]