

love ♥ YOUR melon

# FUNDRAISING TOOLKIT



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**Visit us online**

[loveyourmelon.com](http://loveyourmelon.com)

[@loveyourmelon](https://www.instagram.com/loveyourmelon)

love ♥ YOUR melon



Love Your Melon is a mission-driven lifestyle brand specializing in comfort headwear and accessories for the entire family. We support nonprofit organizations that are paving the way in the fight against pediatric cancer.

# Impact to Date

Given \$9.8 million



Partnered with over 200 children's hospitals



Donated 270K Beanies



# Funding Areas

Groundbreaking Research



Therapeutic Experiences



Family Support



# The Facts

Cancer is the leading cause of disease in children



Source American Cancer Society

In the United States, approximately 47 children are diagnosed with cancer every day.



Source whitehouse.gov

Worldwide, approximately 400,000 children will be diagnosed each year.



Source St.Jude Childrens Research Hospital

# How it Works

Volunteer receives custom url specific to their organization and a unique code specific to their chapter.



Volunteer shares their URL and chapter code on social media, in person, via email, and beyond.



Followers, friends and family visit the Love Your Melon website through the volunteer's unique URL.

They shop the website and add products they'd like to purchase to their cart.

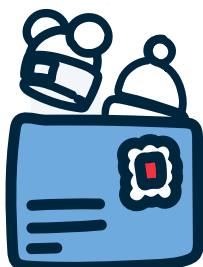


Customers add your unique chapter code while completing checkout to ensure donation is properly processed. Don't forget!



Your organization receives 20% of purchase price for every order processed using your chapter code.

Customers receive their order in the mail and wear Love Your Melon with pride!



# Spreading the word

## YOUR WHY

Don't forget to share your personal experience or connection to the mission of your organization! Feel free to share a special moment that impacted you or photos of yourself volunteering with the organization. Most have been touched by cancer at some point, in some way, so your story will likely resonate with others.



## SAMPLE LANGUAGE

### SOCIAL MEDIA

Consider supporting [organization name]'s fundraising campaign by purchasing from Love Your Melon! They are the best [Choose: halloween costume, way to show you are grateful, gift for Christmas, get well soon gift, way to show someone you care about them, way to support a great cause & get a cute beanie!, etc.] Love Your Melon will donate 20% of your purchase price to help fund our mission. Be sure to use my chapter's unique code [insert code] at check out! [Insert call to action, for example "click the link in bio"].

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Looking to make a difference? Well, here is a simple way! Follow the link in my bio and use [insert code] at check out when you buy a Love Your Melon apparel item! They are donating 20% of the purchase price to [insert organization]!

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Help us, help others! We are excited to say [insert organization] has teamed up with Love Your Melon, a mission-driven apparel brand dedicated to supporting the fight against pediatric cancer. Follow the link in my bio and use [insert code] at checkout and Love Your Melon will donate 20% of the purchase price back to our organization!

# Spreading the word

Feel free to tweak and customize any of these examples. Make sure to include information on your personal connection to the mission wof the organization you're fundraising for.

## EMAIL

Dear Family and Friends,

[Volunteer to insert their personal connection to the mission and information on your organization's goals and services]

**TIP** You can add additional text mentioning Giving Tuesday or the Holiday Season (or any other annual mission moment) to encourage folks to give or make purchases during a time they may already have been planning to!

I'm thrilled to announce that [insert organization name] has teamed up with Love Your Melon to help raise dollars that will be crucial in supporting the children and families we serve! Love Your Melon is an apparel brand dedicated to supporting the fight against pediatric cancer and giving a beanie to every child battling cancer. Since 2012, Love Your Melon has donated more than \$9.8 million dollars to nonprofit organizations who provide lifesaving cancer research, family support, and therapeutic experiences.

If you'd like to support my fundraising efforts, please visit [insert URL]. You'll be able to shop from all of Love Your Melon's items. After adding items to your cart, add my unique chapter code [insert code] in the field provided. This will ensure that 20% of the purchase price from your order is donated back to [insert organization name]. Please note, you must enter this code for the donation to be made. Your cart total will not change, but as long as the code is included, the donation will be processed.

Thank you so much for supporting my efforts and the fight against pediatric cancer!

With Gratitude,

[Insert your name]

# Thank You

Please reach out to your  
Love Your Melon representative  
with any questions you may have.