

## William G. Pomeroy Matching Gift

### Key Messages

*Let your network know in September any donation they make to your fundraiser will be matched dollar for dollar by the William G. Pomeroy Foundation. Cut and paste a message below to include in your social posts and emails about your fundraiser.*

#### Sample messages:

SEPTEMBER ONLY: Every dollar you donate to my fundraiser (up to \$500K) will be matched dollar for dollar thanks to a generous gift from the William G. Pomeroy Foundation whose founder received a second chance at life with help from Be The Match®.

Help me celebrate World Marrow Donor Day (Sept. 17)! Every donation you make to my Be The Match® fundraiser in September will be matched dollar for dollar by the William G. Pomeroy Foundation.

Every gift made to my Be The Match® fundraiser in September will be matched dollar for dollar by the William G. Pomeroy Foundation in honor of World Marrow Donor Day (Sept. 17). Help me grow the Be The Match Registry® so more patients can find hope and a cure.

Every donation made to my fundraiser in September will be matched (up to \$500,000) thanks to the generosity of the William G. Pomeroy Foundation. This matching gift was inspired by their founder's journey through transplant with Be The Match® 17 years ago.

Want to double your life-saving impact? Every donation made to my fundraiser will be matched by the William G. Pomeroy Foundation. That means \$120 that can cover the cost of adding one potential marrow donor to the registry now can cover two.

Double your life-saving impact. Every dollar you donate to my fundraiser in September will be matched dollar for dollar by the William G. Pomeroy Foundation.

#### Copy and paste social post:

***Make sure you check out the graphics to accompany your post in resources!***

I'm raising money for Be The Match® to help patients with blood cancer and blood diseases find their cure. Any donation (up to \$500K) made to my fundraiser in September will be matched dollar for dollar thanks to a generous gift from the William G. Pomeroy Foundation—doubling its life-saving impact. Please help me reach my goal if you can. [INSERT FUNDRAISING PAGE LINK]

**Copy and paste email template:**

SUBJECT LINE OPTIONS:

Double your life-saving impact in September

Get your gift matched in honor of World Marrow Donor Day

September only: Get your donation matched

COPY:

Dear [NAME],

For people with life-threatening blood cancers or other blood disorders, a cure exists.

Be The Match® connects patients with their donor match for a life-changing bone marrow transplant and a second chance at life—providing support every step along the transplant journey.

September 17 is World Marrow Donor Day. Please help me celebrate the amazing donors who step up to save the life of a stranger by donating to my fundraiser for Be The Match.

Every dollar you donate (up to \$500K) will be matched dollar for dollar thanks to a generous gift from the William G. Pomeroy Foundation whose founder received a second chance at life with help from Be The Match.

Now \$120 raised will cover the cost of adding two potential marrow donors to the registry instead of one. And more donors can mean more lives saved.

Please consider doubling your impact with a donation of any size today. Together we can spread more hope—and save more lives.

**Key talking points about the match:**

To celebrate World Marrow Donor Day (Sept. 17), every donation (up to \$500K) to Be The Match® in September will be matched dollar for dollar thanks to a generous gift from the William G. Pomeroy Foundation.

Every dollar you donate (up to \$500K) will be matched dollar for dollar thanks to a generous gift from the William G. Pomeroy Foundation whose founder received a second chance at life with help from Be The Match®.

The September matching gift means now when you donate \$120, you don't just cover the cost of adding one potential bone marrow donor to the registry, you cover the cost of TWO—for double the life-saving impact!