

COMMUNICATION TEMPLATES FOR SMILE TRAIN FUNDRAISERS

Personalize Your Online Fundraising Page

Make a Difference Today!

Thank you for visiting my fundraising page! I'm working to raise funds for Smile Train because I share their vision of a world where every child with a cleft has hope for a brighter future. With your support, we will create real change.

Smile Train is the world's largest cleft-focused organization, supporting more than 2M free cleft surgeries for children in 95+ countries since their inception in 1999. But another baby with a cleft is born every three minutes. Only a fraction will receive the medical care they so desperately need to lead healthy, productive lives. The good news? Together, we can make a huge impact! Our support powers Smile Train's work sponsoring lifesaving, local surgeries and other vital cleft care.

[Insert your own personal story or use Smile Train patient's story below]

I'm fundraising for patients like **Destiny**, who struggled to hear and speak before starting her treatment journey as a toddler. Thanks to care from specially trained staff at the Lagos University Teaching Hospital, a Smile Train partner in Nigeria, she can now hear and speak. Today, Destiny spends her time singing, dancing, and smiling with friends.

I'm aiming to raise [\$X] by [date]. Every dollar helps me get closer to that goal! Donate today - any amount counts. I'm so grateful for your support. Together, we're changing the world...one smile at a time!

Follow me on social media [@handle] to see my progress, and follow Smile Train [@smiletrain] to see your donations in action.



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Initial Ask to Potential Donors

Dear [Name],

Did you know that cleft lips and palates are so much more than cosmetic? Babies with clefts often struggle to breathe, speak, hear, and eat. Clefts can even be deadly. Thankfully, Smile Train is there to help these children not only smile but thrive across 75+ countries.

I am committing to raise funds and awareness for this lifesaving cause by [NAME ACTIVITY HERE - e.g., asking friends and family for support, hosting a softball tournament]. I am dedicating my efforts to Smile Train because [YOUR ANSWER HERE].

My goal is to raise [INSERT FUNDRAISING GOAL]. Please help me reach it by donating through this link: [YOUR FUNDRAISING PAGE URL]. Every dollar makes a difference!

Join me in changing the world one smile at a time!

Sincerely,
[YOUR NAME HERE]



Updating Your Donors and a Second Ask

Dear [Name],

I only have [NUMBER] days to complete my Smile Train fundraiser. I'm encouraged by the support I've already received, but I still need help reaching my fundraising goal of [INSERT DOLLAR AMOUNT].

Would you be willing to make a contribution? A gift of any amount will help bring lifesaving smiles to children in 75+ countries. To donate, simply click the link to my fundraising page: [INSERT FUNDRAISING PAGE URL]

It would also mean a lot if you could share my fundraiser link with everyone you know. The more eyes on my fundraiser, the more lives we'll save together! I appreciate all your support.

Sincerely,
[Name]

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Example Social Media Post

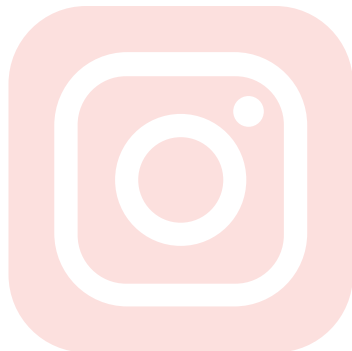
I'm fundraising for Smile Train! Smile Train trains, equips, and funds local healthcare workers around the world so they can provide high-quality, free cleft surgery and other comprehensive care to their neighbors in need. Every donation helps transform and even save a child's life, giving them the gift of a smile and a brighter future.

Your support can make a huge difference! Please consider donating or sharing this post to help spread the word. Together, we can change the world one smile at a time!

[FUNDRAISING PAGE URL]

#SmileTrain

@smiletrain



Thank You to Your Donors

Dear [Name],

Thank you for supporting Smile Train through my personal fundraiser. Your contribution is greatly appreciated. Your generosity is improving and even saving lives around the world, helping children eat, breathe, speak, and, ultimately, thrive.

Every five minutes, Smile Train sponsors cleft surgery for a child in need somewhere in the world. This unbelievable accomplishment just goes to show what happens when kind-hearted people like you come together for a common good.

On behalf of myself, Smile Train, and children with clefts around the world, thank you!

Sincerely,
[Name]

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Smile Train Talking Points

This section includes information and messaging about clefts and Smile Train's work. Feel free to pull from this list if you are creating content or communications for your fundraising.

ABOUT SMILE TRAIN:

- Smile Train is the world's largest cleft-focused organization, with a presence in 75+ countries.
- The organization empowers local medical professionals with the training, funding, and other resources they need to provide free surgery and other comprehensive cleft care to children in their own communities.
- Comprehensive cleft care includes nutritional, dental, orthodontic, psychosocial, and speech-language services, among others.
- Since their inception in 1999, Smile Train has sponsored 2+ million free cleft surgeries worldwide.
- Smile Train's goal is to give every child with a cleft the opportunity to smile and lead a full and happy life.

WHAT MAKES SMILE TRAIN DIFFERENT:

- Smile Train has a unique and sustainable "teach a person to fish" model.
- This approach builds up healthcare infrastructure around the world while making safe, high-quality cleft care possible 365 days a year.
- Smile Train DOES NOT fly into countries and leave. Our model supports local medical professionals and local hospitals.

WHAT IS A CLEFT:

- A cleft is a birth condition that occurs when a baby's lip or mouth does not form properly in utero.
- Another baby is born with a cleft lip and/or palate every three minutes.
- Clefts are not only cosmetic. They can cause difficulties with eating, breathing, hearing, and speaking and can even be deadly.
- Children with clefts are often bullied. In some countries, cleft-affected children are shunned/ostracized.

BY THE NUMBERS:

- 2+ million surgeries supported since our founding in 1999
- 95+ countries where we have sponsored free cleft treatment
- 1,000 partner healthcare centers
- 20,000 trained medical professionals, including surgeons, anesthesiologists, orthodontists, and nutritionists around the world
- 100,000 training opportunities for medical workers
- \$69 billion given back to the global economy as a result of our patients' successes