“Hey, [name]! I want to talk to you about Carolina For The Kids for a second. Would you be willing to donate to our cause? With your help, we can support the families and patients of UNC Children’s through free hot meals, gas cards, and by paying for extra medical costs not covered by insurance. CFTK needs people like you to help achieve our goals, and I’d greatly appreciate your help raising for my dancer total for our 2018 Dance Marathon!"