

<INSERT ORGANIZATION NAME> is excited to kick off its <INSERT CAMPAIGN NAME> online campaign on <INSERT CAMPAIGN DATE>! This campaign is designed to raise funds and awareness to provide <INSERT WHAT FUNDS WILL PROVIDE>. <INSERT ORGANIZATION NAME> will be relying on individual champions, while fundraising, to bring awareness to the organization and the work we do in the community during our campaign. Our campaign launches on <INSERT CAMPAIGN START DATE>, and will conclude on <INSERT END DATE>.

Check out our campaign [HERE](#) (insert campaign link).

How can you participate?

- The fundraiser is run through Swell. We have multiple options for you to donate or fundraise yourself!
 - We have created the link below specifically for donations to generally contribute. You can share this link with others as well.
 - <insert personal fundraising link for general donation>
 - Or you can create your own account to share with friends and family through this link:
 - <insert 'become a fundraiser' link>
 - Or you can choose to donate to a champion who already committed through their Swell account. Simply go to <insert donation link> and search for the person you would like to give to. All champions are trying to raise <\$\$\$> a day to reach the overall fundraising goal, and they would appreciate any size contribution on their behalf.

You have a Swell link, now what?

- We would love for you to share the graphics and content contained within our Fundraising Toolkit, which can be accessed through the Google Drive link below.
- <INSERT GOOGLE DRIVE LINK>
 - The kit includes a fundraising guide plus content that has been tailored for social media, email, text, and QR codes for each day of the two week campaign.
- Share this content, along with the Swell link, using whatever platform you are most comfortable with!

Every dollar raised will allow <INSERT ORGANIZATION NAME> to continue working with our community and further our efforts in helping <INSERT MISSION>.

As someone who has a personal connection to <INSERT ORGANIZATION NAME>, you know the impact we make in the community. Your support will be

instrumental to help <INSERT ORGANIZATION NAME> reach its fundraising goal to further our mission.

We appreciate your support as we launch this new fundraiser and campaign for <INSERT ORGANIZATION NAME>.

If you have any questions, please email the Swell Support team at info@swellfundraising.com.