EXAMPLE EMAIL 1:

The (insert organization name) has really captured my heart and imagination. The funds from the Campaign Name will mean that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

With this email, I am reaching out to 5 friends per day asking for support to help me reach a goal of $2,500. Many of our friends have already joined the effort and it will make a big difference to have your support at any level.

Just click this link: Insert Personal Fundraising Link

With this link, I will see your gift but the organization will instantly receive the finds in a secure and private manner. Your donor information will not be shared with anyone other than the nonprofit.

Thank you,

(name of fundraiser)

EXAMPLE EMAIL 2:

Dear friends,

I serve on the board of (insert organization name) and have watched for years as this organization changes the lives of \_\_\_\_\_\_\_\_\_\_\_. It seems like just yesterday we were \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (insert personal connection to mission). For many this experience is out of reach and I can’t imagine my life without it.

Will you join me to ensure that \_\_\_\_\_\_\_\_\_\_\_\_\_ continues to thrive. I’ve set a personal goal of $2,500 and hope you’ll help me reach it soon.

Just click this link: (insert personal link here)

With this link, I will see your gift but the organization will instantly receive the finds in a secure and private manner. Your donor information will not be shared with anyone other than the nonprofit.

Thank you,

Fundraiser Name