



EMAIL TEMPLATE ASKING FOR DONATIONS

HOW TO WRITE A SUCCESSFUL FUNDRAISING EMAIL

Email is a simple and effective way to reach out to your networks, especially at a time when everyone is working remotely.

Whether you're reaching out to friends, family or colleagues, it's important that your message is clear, to the point and engages with each reader.

We've put together a little template that you can use as a guide. REMEMBER, this is about YOUR fundraising campaign, so take a bit of time to personalise it with your own story and motivations for supporting the CTF.

SUBJECT: I'M PROUDLY SUPPORTING THE CHILDREN'S TUMOUR FOUNDATION. WILL YOU JOIN ME?

Hey Legends!

I've decided to fundraise for the Children's Tumour Foundation (CTF), an organisation that is very close to my heart, and I'd love your support!

The Children's Tumour Foundation is Australia's leading charity that connects and supports people living with Neurofibromatosis.

"Neuro-what?", you might ask.

I know, a hard word to say - so we call it NF.

NF is a genetic disorder that causes tumours to grow on the nerves throughout the body, including the brain and spine.

Those diagnosed live a life full of uncertainty and anxiety; forced to fight tumours that can cause blindness, persistent pain, deafness, bone abnormalities, disfigurement and developmental delays. It can happen to anyone and there is currently **no cure**.

This cause means a lot to me because

I'm aiming to raise \$..... to contribute to the ongoing research and support that is desperately needed to improve the lives of those living with NF.

But I need your help! Every little bit counts, even if it's the cost of your coffee for the week or donate what you'd normally spend on your commute to work. Help me reach my target by donating to my online fundraising page [FUNDRAISING PAGE LINK].

Thanks in advance for your support. Together, we can CONQUER NF!

[NAME]