



# EMAIL TEMPLATE FOR FUNDRAISING EVENTS

## 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.

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### **SUBJECT: I'M PROUDLY SUPPORTING THE CHILDREN'S TUMOUR FOUNDATION AND YOU'RE INVITED!**

*Hey Legends!*

You're invited to [\[EVENT NAME\]](#)!

*I am hosting an event to help raise funds for an organisation that is very close to my heart, the Children's Tumour Foundation (CTF).*

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

*I know, it's a hard word to say! So, we refer to it as 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**.*

*[\[insert personal story about your connection to NF and/or CTF if you have one\]](#)*

*Help me CONQUER NF!*

**Event Details:**

Date:

Location:

Time:

RSVP:

Buy your ticket @:

*If you can't make it on the day, please consider making a tax-deductible donation by following the link [\[insert link\]](#).*

*Can't wait to see you there!*

[\[NAME\]](#)