

# FUNDRAISING EMAIL OUTREACH



Email is an incredibly effective fundraising tool and is a great way to spread the word about your Climb, ask others to join your team and ask for donations to your cause.

## TIPS

Make it personal: Tell your story. **Share with others why you participate**, whether it's because you're Climbing for fun or because you believe in the important work of FOCP food programs in the health & well-being of area youth.

If you've Climbed before, share a picture of your previous Summit & Plummet. If it's

your first time, share your nerves & excitement!

Have fun with it! Make a contest or game out of it: maybe the first person to donate or the largest donation gets a gift from YOU!

Follow-up. Be sure to say thank you to donors after they make their donation, and again after you complete the Climb. Send them a picture of you Climbing with the results from the event.

## SAMPLE TEXT

*I'm taking the Climb 2 Feed Kids on January 22nd! This event raises funds to support an amazing local organization called Feeding Our Communities Partners (FOCP).*

*FOCP provides critical food programming for area youth struggling with food-insecurity (grades K-12) in the Greater Mankato Area .*

*FOCP connects local students with the necessary fuel they need on weekends/extended school breaks so they can thrive on Mondays back at school.*

***My team is ready to Summit & Plummet in the fight against youth hunger.** Will you help us reach our goal of \$INSERT AMOUNT HERE? Just \$5 provides a weekend food pack containing breakfast, lunch & snacks for each day.*

*Click **HERE** (link to your Team or Personal Fundraising Page) to donate. You can feed a child with your loving gift.*

## EMAIL BANNER

Include an email banner at the bottom or in your signature about your Climb2Feed Kids participation & what you are doing. You can even link the image to your Fundraising Page!