

FUNDRAISING EMAIL IDEAS

BASIC EMAIL:

Dear [insert name],

On 7 August I'll be turning off my laptop and putting on my trail boots to hike in Spring Trek Sydney – a 30km event to raise money and awareness for Room to Read which is fighting to eradicate illiteracy in Asia and Africa.

My three teammates and I are hoping to raise well over [insert your \$ fundraising target]. 100% of the funds will go directly to Room to Read's efforts. We'll be hiking up steep hills and rugged bush – all you have to do is make your tax-deductible donation using the link below:

[Insert your Every Day Hero fundraising link]

Room to Read provides kids in low-income countries with the tools to create better lives for themselves and their families. They have won annual awards for their fiscal responsibility, with 83c in the dollar going directly to their literacy and girls' education programs. Room to Read operates in 7 countries in Asia and 3 countries in Africa and has reached 10 million children since 2000.

To find out more about Room to Read and the wonderful work they do, please visit: <http://www.roomtoread.org>.

Thanks for your support!

[Insert name]

REPEAT TREKKER EMAIL

Friends, Romans, Countrymen!

I trek again!

Once again, on Sunday, 7th August, 2016 I have decided to challenge myself with Spring Trek Sydney and, more importantly, raise more funds for Room to Read.

This will be my second Spring Trek and I hope to again raise a significant sum. Last year with your help I raised over [insert] for Room to Read, and had the pleasure of knowing that together we were contributing directly to the eradication of illiteracy in both Asia and Africa. 100% of the funds raised go directly to Room to Read's efforts.

Though only 30km's, Spring Trek Sydney is challenging - hiking up steep hills and rock hopping through rugged bush – but all you have to do is make your tax-deductible donation using the link below:

[Insert your Every Day Hero fundraising link]

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Your contribution to Room to Read is greatly and warmly appreciated. Thanks in advance for your sponsorship!

Kind regards,

[insert name]

END OF FINANCIAL YEAR FUNDRAISING EMAIL

Dear [insert name],

On Sunday 7th August, three teammates and I will be participating in Spring Trek Sydney, a 30km trek on the Great North Walk through the Ku-ring-gai Chase National Park. Spring Trek Sydney is the fundraising trek created specifically for Room To Read. Our team intends to raise in excess of [insert your \$ fundraising target]. Room to Read supports literacy and girls' education in low-income countries. The work they do is very real and very valuable. Their output has always been extraordinary, but it is their commitment to increasing the outcomes – reading and writing comprehension, word fluency or letter/passage reading fluency – that sets them apart from other organisations and really demonstrates the success and value of their programmes.

Donations are tax deductible, so get in before the end of June. To support our efforts, you can make a secure online donation to Room to Read using your credit card by clicking on the link below:

[INSERT YOUR EVERYDAY HERO FUNDRAISING LINK]

To find out more about Room to Read and the wonderful work they do, please visit:

www.roomtoread.org

Thanks in advance for your sponsorship.

Regards,

[Insert name]

PS Donate TODAY and get in before the end of the financial year -- you won't have to keep your receipts for long!