

## Sample Email Template to Potential Supporters

**Subject line:** [short and compelling, avoid CAPS and exclamations. Ex: Help me reach my goal to run 100km for Shelter]:

Dear [insert name],

You might have heard that I'm am [insert your challenge type and non dollar goal] in support of ShelterBox. This cause is very important to me because [tell your friends why you got involved with this challenge. Don't be afraid to make it personal!].

ShelterBox is an International Disaster Relief charity that provides the emergency shelter and tools families need to self-recover, transforming despair into hope. You can learn more about the work ShelterBox does at: <https://www.shelterboxcanada.org/>

I, like ShelterBox, am impatient to see a world where no family is left without shelter after disaster. I'm encouraged by the support I've already received, but I still need help reaching my fundraising goal of [insert dollar amount].

Would you be willing to make a contribution to my fundraiser? A gift of any amount would mean the world to me. A donation as little as \$35 can supply mosquito nets to reduce the spread of insect-borne illnesses like malaria.

To donate, simply click the link to my fundraising page below:  
[Insert link to your fundraising page]

It would also mean a lot if you could share my challenge link on social media. The more exposure I get, the faster I will reach my fundraising goal.  
I'd love to talk to you more about my challenge, so please don't hesitate to reach out.

Sincerely,

[Your name]

