

Sample Email Template to Potential Supporters

Subject line: [short and compelling, avoid CAPS and exclamations. Ex: Help me reach my goal of Stocking a Box for Families After Disaster]:

Dear [insert name],

You might have heard that I'm raising funds to stock a box of vital shelter and essential aid items in support of ShelterBox. This cause is very important to me because [tell your friends why you got involved with Stock the Box. 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 \$12 can supply a mosquito net 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 Stock the Box 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 Stock the Box, so please don't hesitate to reach out.

Sincerely,

[Your name]

