

You will be surprised how generous friends, family, workmates and other contacts will be when you ask for a donation. When they're asked, most people are only willing to help you achieve your fundraising goals. But if you don't ask them directly, most people won't think to donate.

## Why not kick-start your fundraising, and ask someone today?

Use this email template to ask for donations. Simply follow these four steps:

1. Copy this template into an email
2. Replace the words in *CAPS* with your own personal information
3. Send the email to all your contacts, including friends, family, workmates, and business contacts.
4. Wait a few days, and follow up your email with a phone call. It's easy to forget to make a donation, so following up is a very important step!

**Subject line:** Help me make change happen for women and children in Cambodia

### **Email content:**

Dear *NAME*,

This *DATE*, I'm going to complete a huge personal challenge. I'm going to *RUN/WALK/SWIM* km in *NAME OF EVENT* to raise funds for Mother's Heart Cambodia.

Mother's Heart has been supporting single women facing crisis pregnancy since 2010 with counseling, support services, medical care, and community involvement, so they can choose the best future for themselves and their babies.

My goal is to raise more than *\$AMOUNT* for empowering young mothers. Can you help me reach this goal by donating *\$AMOUNT* today?

Achieving this fundraising target is really important to me. I have been supporting Mother's Heart since *TIME*, and I value the change they make in women's lives.

I'm determined to help raise funds to empower, equip and educate women facing crisis pregnancies in Cambodia. I believe we can take away the stigma of being a single mother throughout Cambodia.

Please help me reach my goal by donating *\$AMOUNT*, or as much as you can afford. Simply visit my personal *NAME OF EVENT* fundraising page today *INSERT DIRECT LINK TO PERSONAL FUNDRAISING PAGE*.

Thank you for your support!

*YOUR NAME*