

# EMAIL TEMPLATE: ASKING FOR A DONATION

Hi <Insert First Name>

I'm emailing you for support.

This year, I've decided to enter the <Insert Local Fun Run> to challenge myself, while raising money for Sydney Dogs and Cats Home. Sydney's only not-for-profit pound and community facility.

I admire the work of Sydney Dogs and Cats Home because <Insert personal motivations here>.

Every year, they see over 3300 lost and abandoned pets come through their doors, and they work hard to responsibly reunite and rehome these animals to loving families. However, they are now facing their biggest challenge - to build a new Home, as the site they've been at since 1946 has been slated for redevelopment.

That's why I've committed to raising <Insert Fundraising Goal here> to help them continue their vital work, and I need your help to reach my goal.

Please visit my fundraising page at <Insert Fundraising Page URL> to make a donation. Big or small, every dollar will make a tangible difference in helping animals in need.

Your support would truly mean the world to me!

Thanks so much,  
<Insert your name here>

P.s. All donations over \$2 are tax deductible, and the team there will issue you a tax receipt straight after you make a donation :)



# EMAIL TEMPLATE: FOLLOWING UP AN EMAIL

Hi <Insert First Name>

I wanted to follow up an email I sent a few weeks back.

As you may know, I am participating in the <Insert Local Fun Run> for a bit of challenge and my training has well and truly begun!

<Insert personal update about training here>.

I'm also working towards reaching my goal of raising <Insert Fundraising Goal here> for Sydney Dogs and Cats Home, and I am <Insert either: not where I'd like to be just yet/ halfway there/almost there>

If you could help me reach my goal by donating to my online fundraising page here <Insert Fundraising Page URL>, I would truly be grateful!

I also wanted to share a story about a greyhound named Milkshake:

After breaking her leg on the racetrack, Milkshake was taken to a local vet to be euthanised. Knowing the work of Sydney Dogs and Cats Home, the vet called them and the team took Milkshake under their wing to fix her leg and rehome her.

Whilst in the care of Sydney Dogs and Cats Home, they also discovered that Milkshake had a degenerative eye disease that would render her completely blind in months.

\$5,000 was spent on specialist care and surgery for Milkshake, and with some TLC, Sydney Dogs and Cats Home found her the perfect loving family.

Milkshake is one of many pets that find their way to Sydney Dogs and Cats Home, and the team work hard to ensure that they get the best care possible before they are reunited or rehomed to their forever homes.

Together, with your support, we can help them continue their vital work. Please donate to my page here <Insert Fundraising Page URL>.

Thanks in advance,  
<Insert your name here>



# EMAIL TEMPLATE: SAYING THANK YOU

Hi <Insert First Name>

Thank you so much for your generous donation! I really appreciate it.

Not only has it kept me motivated to train harder, knowing that you have my back - but it will also help Sydney Dogs and Cats Home greatly.

I will be sure to update you on how I go on race day, but in the meantime, thank you again - your support means a lot!

Kind regards,  
<Insert First Name>

