

# EMAIL TEMPLATE ASKING FOR DONATIONS

## How to write a successful fundraising email

Email is a simple yet effective way to reach out to your personal and professional networks – especially when everyone is working remotely.

Whether you're emailing friends, family or colleagues, it's important that your email is clear, concise and really connects with each reader.

We've put together a template to get you started, but remember this is about YOUR fundraising campaign, so take the time to personalise it with your own story or reasons for getting involved.

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**SUBJECT:** I'm proudly supporting OCRF's White Shirt Campaign

Dear [\[NAME\]](#),

*I've decided to fundraise for the Ovarian Cancer Research Foundation (OCRF) by participating in the annual White Shirt Campaign.*

*Each year, in partnership with Witchery, the White Shirt Campaign raises money through the sale of specially designed Witchery white shirts, and from people like me signing up to fundraise.*

*This cause means a lot to me because \_\_\_\_\_.*

*The OCRF is a national non-profit organisation committed to funding innovative ovarian cancer research. They need our support because every day in Australia, four women will be diagnosed with ovarian cancer – and less than half the women diagnosed will survive beyond five years of their diagnosis.*

*The reality is, women are often not diagnosed until the later stages of the disease because there is currently no early detection test for ovarian cancer. There is also a very high recurrence rate for ovarian cancer, which means that even after successful treatment, a lot of women will find that their cancer returns within 18 months.*

*I'm aiming to raise \$\_\_\_\_\_ to contribute to the ongoing research that is desperately needed to save the lives of women with ovarian cancer.*

*I would really appreciate it if you would help me meet this target by donating at my online fundraising page: [\[FUNDRAISING PAGE LINK\]](#).*

*Every bit counts, even if it's just the cost of your coffee for the week or the money you might otherwise spend on an UberEats order or Friday night drinks.*

*Thanks in advance for your support. Together, we can help the OCRF give women with ovarian cancer a better chance of survival!*

Kind regards,

[\[NAME\]](#)

**Tip: For best results, think about the day and time you're sending your email – you don't want it to get lost in an overflowing inbox!**

**Weekday mornings could be best for professional contacts, whereas your friends and family might have more time to read it after work or on the weekend.**