

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.

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.