



WALK FOR CHANGE

USING EMAIL TO FUNDRAISE

When crafting your emails to potential donors, make them personal. Tell them why you're walking and why BARCC is important to you. You can include information similar but not identical to what's on your fundraising page. When asking people for donations, always include a direct link to your fundraising page.

Add a signature to all of your messages (whether they're about the Walk or not) that includes a link to your fundraising page. This will remind people you've already asked for a donation, and put it out there for people you may not feel comfortable asking directly.

Exhaust your address book! It's OK to include people you haven't spoken to in years, sometimes they're the ones who donate the most. You never know who has a connection to this issue and might want to make a donation.

Sample Emails

Sample Intro Email - Short & Sweet

SUBJECT: I need your support

As many of you know, the issue of sexual violence is very important to me. I've decided to join the fight to end sexual violence and registered for the Boston Area Rape Crisis Center's Walk for Change on Sunday April 23rd, 2017.

I've set up a fundraising page [<Link Text to Your Page>](#) and set a goal of [\\$Your Goal](#). I can't reach this goal without your help!

I hope I can count on you to make a donation! Every dollar counts. No amount is too small to make a difference.

Giving is secure and easy. Simply visit my personal fundraising page at [<Link Text to Your Page>](#) and click on the Donate Now button above the thermometer.

Thanks in advance for your support!

Sincerely,

Your Name

[<Link Text to Your Page>](#)

Questions, or need further information? Please contact BARCC's Event Specialist

Lauren Siebal at events@barcc.org or (617) 649-1295



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Sample Intro Email - More Detailed

Subject: I need your support

As many of you know, I am a huge supporter of the Boston Area Rape Crisis Center. I am proud to donate my time and money to the incredible work BARCC does in support of sexual assault survivors and their families.

I am registered for BARCC's Walk for Change, which will be held on Sunday, April 23rd at DCR's Artesani Park in Brighton. That day, more than 2,000 people will gather to walk 2.6 miles in support of survivors and BARCC's mission to end sexual violence.

As part of my participation, I have set up a fundraising page [<Link Text to Your Page>](#) and set a goal of [\\$Your Goal](#). I can't reach this goal without your help!

BARCC is the *only* provider of comprehensive rape crisis services in the greater Boston area. These services include a 24-hour hotline and hospital accompaniment, as well as legal and community education programs. In the last year alone, BARCC has helped over 4,000 survivors and their loved ones and another 10,000 people through prevention education, training and outreach.

I hope I can count on you to make a donation! Every dollar counts. No amount is too small to make a difference.

Giving is secure and easy. Simply visit my personal fundraising page at [<Link Text to Your Page>](#) and click on the **Donate Now** button above the thermometer.

Thank you in advance for your support!

Sincerely,

Your Name

[<Link Text to Your Page>](#)

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Sample Follow-up Email

Subject: I'm almost there!

Thank you to everyone who has donated to my Walk for Change fundraising efforts so far!

Thanks to you, I have raised **\$Your total** in support of the Boston Area Rape Crisis Center's free services for survivors and their families. INCREDIBLE!

I still have **\$Amount left to your goal** left to raise before April 23rd. I know I can get there, but I need your help!

If you haven't already, please go to [<Link Text to Your Page>](#) and make a donation today.

Every gift matters. Every dollar counts.

Read the quote below for just one example of how BARCC helps those in need:

"BARCC saved my life." Fifteen years ago, BARCC saved my life. I was struggling with the aftermath of rape and an abusive childhood. I was strong enough to stand up for the truth but that left me alone and exhausted. I found the help and support I needed at BARCC. I am indebted to the people and the organization. Participating in the Walk for Change each year is my way of saving lives, my own and countless others. ~ S.C., Survivor

No amount is too small. [<Link Text to Your Page>](#)

Thank you in advance for your support!

Sincerely,

Your Name

[<Link Text to Your Page>](#)

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Sample Last Minute Reminder Email

Subject: The Walk is THIS Sunday!

Hello Procrastinators! :-)

The Walk for Change is THIS weekend! So far I have raised **\$Your Total** in support of the Boston Area Rape Crisis Center's free services for survivors and their families. **INCREDIBLE!**

I still have **\$Amount left to your goal** left to raise before Sunday. Please help me reach my goal.
<Link Text to Your Page>

Any amount is very much appreciated!

Sincerely,

You name

<Link Text to Your Page>

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