



SAMPLE FUNDRAISING EMAIL

Dear Friend,

On Sunday, May 22nd, I am lacing up my sneakers and participating in the 3rd annual 5K for Kids benefitting Agassiz Village (AV), an 87-year-old nonprofit organization providing opportunities for low-income children and teens from under-resourced Massachusetts and Maine communities. Every summer, AV brings hundreds of kids to their lakefront camp in Poland, Maine for an unforgettable overnight summer camp experience. Although summer camp is an experience many people take for granted, for Agassiz kids it is truly the experience of a lifetime. Many Agassiz campers face extraordinary challenges at home, ranging from poverty, to homelessness, foster care situations, violence, and more. Agassiz Village is a refuge, and the two to four weeks they spend at camp might be their only opportunity to learn to swim, see the stars at night, go on a hike, or even to have reliable access to a roof over their heads at night or three balanced meals a day. Additionally, Agassiz Village incorporates Social Emotional Learning into all its programs to help campers develop critical leadership and life-shaping skills, and in 2021 launched a year-round leadership program for teens focusing on career and college readiness.

I am hoping that you can help me make a difference for more kids like Neveah, a 15-year-old camper from Massachusetts. This summer, Neveah said "When I get off the bus at Agassiz...it's like a fresh start for me and I get to let everything go...coming to camp you get to unplug and there is nothing to worry about. I don't know what I would do without Agassiz."

It costs \$1,500 for Agassiz Village to send a child to camp for a two-week session. The average family pays only \$144, with many paying nothing at all. With your help and by racing in the 5K for Kids, I can help send a child to camp for a transformative experience. Please consider contributing \$5 for \$10 for every kilometer I run. I hope to run 5 kilometers. If you prefer to give a total gift, that is welcomed as well. You can your contribution here [INSERT PERSONAL FUNDRAISING PAGE LINK].

I am so grateful for your generosity and support. Together we will make a difference!

Sincerely,
[YOUR NAME]