**Campaign Launch E-Mail Template**

*See sample content on next page*

Subject Line: (MAX 50 CHARACTERS) This is your first chance to say what you want to say. Tell them what they are about to read. If possible, use a question they are likely to answer “Yes” to.

Dear [HOW YOU REFER TO THIS PERSON],

I hope you are well! I am writing to you about something that is very important to me: during my time at NIU, I’ve become very involved with ORGANIZATION NAME.

One of the projects I am most passionate about focuses on [INCLUDE PERSONAL DETAILS ABOUT WHY YOU ARE COMMITTED TO THIS PROJECT – NO MORE THAN 3 SENTENCES RECOMMENDED].

For the next 30 days, ORGANIZATION NAME is raising $GOAL to support PROJECT NAME [LINK TO PROJECT PAGE]. I volunteered to raise $YOURGOAL dollars to contribute to our total, and I’m reaching out to those people who have supported me along the way to help support me now as well. Would you please contribute to my goal? A gift of any amount will be a big help.

**Click here to help me reach my goal** [LINK DIRECTLY TO DONATE PAGE].

Thank you for your support!

All the best,

YOUR NAME

**Campaign Launch E-Mail Sample**

Subject line: The Huskie Food Pantry Needs Your Help!

Dear Ashley,

I hope you are well! I am writing to you about something that is very important to me: during my time at NIU, I have become very involved in an organization called The Huskie Food Pantry.

One of the projects I am most passionate about focuses on healthy and organic food. Too often, the products available at food pantries are not the healthiest. That is why I am part of a team dedicated to ensuring students in need have access to healthy food and ingredients, as well as fresh, organic produce.

For the next 30 days, The Huskie Food Pantry is raising $5,000 to support these efforts. I volunteered to raise $500 dollars to contribute to our total, and I am reaching out to those people that have supported me along the way to help support me now as well. Would you please contribute to my goal? A gift of any amount will be a big help.

**Make a Gift**

Thank you for your support!

All the best,

YOUR NAME