Spread the word: Tips on using Email

When kicking off your fundraising efforts, it's best to start with your nearest and dearest. Your family and close friends are most likely to be your biggest supporters and advocates. It's also a good idea to kick-start your own fundraising by donating to yourself. It helps set the tone and shows others that you're committed to the cause.

Emails

The more personal you can get, the better. Start by emailing or calling a few close family members or friends, and once there are a few donations in your tally then go out to your wider network. See the email example below:

Dear <name>,

I've decided to fundraise for Variety – the Children's Charity by <insert event/activity>. This cause means a lot to me as <insert why you're fundraising for Variety> and am really excited about making a difference for Aussie kids in need!

Variety – the Children's Charity is a national non-profit organisation committed to empowering Australian children who are sick, disadvantaged or who are living with a disability!

I would really appreciate it if you would support me by donating at my online fundraising page. I'm aiming to raise <target> so don't be shy, every little bit counts!
• $50 can send a child to the Variety Kids Christmas Party, bringing them love, laughter and fun at a time when they need it most
• $300 can help pay for several physiotherapy sessions for a child with cystic fibrosis
• $1,000 can give fun and freedom to a child living with a disability with their own customised mobility tricycle

You can donate at my fundraising page by clicking this link,

Thanks for your support in advance. Together, we can help Variety give all kids a fair go! Thanks so much,