



## Template Recruitment Email

Subject: Join me and move for the kids!

Dear/Hi/Hello [Name],

In a world that's constantly changing, one thing has remained steadfast: KIDS CAN'T WAIT. Children are our future, and kids can't wait for a cure, a vaccine, or the curve to flatten. Despite the unpredictability of 2020, Johns Hopkins Children's Center (JHCC) has remained committed to providing the best possible care for patients and their families.

Now, more than ever, they need our help to continue changing kids' health, allowing them to not only save lives, but to save lifetimes. [If you have a personal connection to JHCC, consider adding a sentence or two here about what JHCC specifically means to you].

I have committed to raise funds for Johns Hopkins Children's Center as a Miracle Mover in their exciting new virtual event, KIDS CAN'T WAIT: 30 Day Miracle Movement.

This 30-day virtual challenge will kick off the weekend of Oct. 16 with the 4<sup>th</sup> Annual *Team Hopkins Kids Race* and conclude with the 4<sup>th</sup> Annual *Baltimore Boogie* on Nov. 14. Throughout the 30 days, JHCC will host various virtual activities and share creative ways to fundraise from home—like creating a Facebook fundraiser, joining a virtual fitness class, or participating in a pop-up activity like Bingo.

I have joined/created [TEAM NAME] and would love for you to [join me as a Miracle Mover](#) this year. To join my team, select [Team Name]. When you register to move for the kids, you can choose to support any area of the Children's Center that is close to your heart—I've chosen to support [DIVISION/AREA]. I have chosen this area because [PERSONAL REASON].

As this event is entirely virtual, there is no registration fee or fundraising minimum (but you'll receive a limited-edition t-shirt when you raise \$100!).

I hope you'll join me and move for the kids!

Thank you for putting kids first,  
[Your Name]

PS—if you can't commit to a 30-day challenge, you can still support me by [making a donation](#) [\[include link to your personal fundraising page\]](#). Every dollar helps!