



TRANSFORMING LIVES ONE MILE AT A TIME

#NoMatterWhat
Sample Email Template

TIPS/NOTES:

- **If you are set up on the new fundraising page, you can include the match language highlighted in blue below. Remember, you must use your new fundraising page to receive matching funds toward your goal.**
- Make sure to **bold sentences along the way** that will catch the eye! People skim emails – let these ones stand out to the reader
- You will want to **put your fundraising link in 2x**: once near the top of the email and once at the bottom. Many readers don't read to the bottom, so you'll want to catch them with the link at least 2x!
- **Email subject line**: use something catchy and short! Or something they will want to open. Examples include:
 - o Quick Question
 - o #NoMatterWhat with me?
 - o What's going on with my finish line? Update inside

EMAIL BODY:

Dear **NAME**,

This isn't the year we expected, but I'm still supporting Back on My Feet *#NoMatterWhat*.

As you may already know, I'm signed up to race the 2020 Broad Street. Maybe I will run a virtual race this year (and run on the streets of Philly in 2021). **With courage and dedication to this important cause, I am still supporting Back on My Feet and racing #NoMatterWhat.**

(put fundraising link in 2x – one time here)

Why am I still fundraising? Why am I still supporting? Because the Back on My Feet program STILL needs me, and it needs you too. **Back on My Feet members and alumni are already facing difficult challenges, only made more severe by** the health and economic impact of COVID-19 and the ongoing effects of systemic racism in our country. Indeed, nearly 70% of Back on My Feet members identify as black, indigenous or persons of color. Back on My Feet members and alumni face so many obstacles to social and economic stability, and yet they press on! I will too.

I encourage you to join me in helping empower individuals to achieve what once seemed impossible through the seemingly simple act of putting one foot in front of the other.

With your help, we can do it together. Please consider donating as I accomplish a goal that is a little different than I thought it would be before: [\(put fundraising link in 2x – second time here\)](#)

AND – EVERY INDIVIDUAL GIFT UP TO \$1,000 is matched dollar for dollar toward my goal!

If you are feeling extra generous, please consider sharing my page with your network!

Thank you for your support!

Sincerely,

NAME