

# Sample Email Templates

Personal emails or even snail mail letters are the best way to reach out and rally the support of your network, friends and family. Below are examples of three critical emails that you should plan to send as a part of your fundraising campaign. Please use these to spark ideas and edit so that you feel your messages are sincere and reflect your personal fundraising goal and passion for ocean protection.



**PADI AWARE**

F O U N D A T I O N <sup>TM</sup>

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**Local Action. Global Impact.<sup>SM</sup>**



## INITIAL APPEAL

**Subject:** Please help me reach my goal for the Team Ocean Challenge



Hi [Name],

You may not have heard yet, but I'm very excited about supporting ocean protection through PADI AWARE Foundation's Team Ocean Fundraising Challenge. A big part of this challenge is raising essential funds to help achieve balance between humanity and the ocean.

If the physical challenge [run/swim etc.] I'm putting myself through wasn't enough, I'm also aiming high and am determined to raise at least \$500 for PADI AWARE Foundation™ so I need all the help I can get!

I am deeply concerned about the threats the underwater world faces which is why I am supporting PADI AWARE Foundation™, a public charity driving local action for global ocean conservation. Your support enables the Foundation to drive systemic change through conservation actions, citizen science and advocacy initiatives aimed at addressing the most urgent ocean threats like marine debris, climate change, habitat destruction and vulnerable species protection.

Your gift impact:

- Funds the removal of hazardous marine debris
- Backs citizen science action that addresses the key threats facing the marine environment
- Reverses vulnerable marine species population decline
- Contributes to secure policy change
- Expands critical conservation programs

Your support is vital for the success of our ocean. I hope you can join me and support this fundraiser - [\[Insert link to your fundraising profile\]](#)

[\[Insert a photo of you in your dive gear/training for your challenge, beauty shot underwater or picture of ocean threats such as plastic pollution, something near the water so they can see what you are involved with\]](#)

Thank you for your consideration.

Best wishes,

P.S. It's really easy to make a tax-deductible donation and you get a receipt emailed straight to you.

## REMINDER EMAIL

**Subject:** I still need your help!



Hi [Name],

[Jane, John], and many others have helped bring my fundraising total to \$400 out of my \$500 goal/[have helped me smash my goal of \\$500!](#)

You still have [\[5\]](#) days to invest in our ocean's future by sponsoring my fundraising challenge. I'm [\[running/swimming 5 miles etc.\]](#) and would be really grateful for your support. When you donate, you play a vital role in critical conservation programs that are:

- advancing policies to protect the most vulnerable species
- restoring critical marine habitats
- reducing ocean pollution

Please support this challenge today and be a part of the movement to protect the ocean by visiting my fundraising page at [\[insert link to your fundraising profile\]](#)

Thanks so much!

# THANK YOU EMAIL

**Subject:** Thank you!



Hi [Name],

Thank you so much for your donation! Your support really motivates me to make the most of this challenge and have the greatest impact possible for the future of our ocean.

Your backing means the world to me and my big challenge is going to be a great success thanks to you.

Endless thanks,