



Subject line [short and compelling, avoid CAPS and exclamations]:

Dear [insert name],

You might have heard that I'm fundraising to support the amazing work of the Atlantic Whale and Dolphin Foundation. This cause is very important to me because [supply a personal reason that appeals to the reader's emotions].

I'm encouraged by the support I've already received, but I still need help reaching my fundraising goal of [insert dollar amount].

Would you be willing to make a contribution to my fundraiser? A gift of any amount would mean the world to me.

To donate, simply click the link to my fundraiser below:

[Insert link to fundraiser]

It would also mean a lot if you could share my fundraiser link on social media. The more exposure I get, the faster I will reach my fundraising goal.

I'd love to talk to you in person about my fundraiser, so please don't hesitate to reach out.

With love/Sincerely,

[Your name]