

Global 6K Sample Email 2 – Fundraising

Hey friend!

Thanks for supporting World Vision's Global 6K for Water by fundraising. There's only <insert number> weeks to go until the race! With the hard work of you and our other fundraisers, <insert team name> has raised over \$<insert amount> so far.

HOW YOU'RE HELPING

By supporting World Vision's water projects you're helping children like Beverley. Beverley lives in Bartabwa Kenya with her parents, two brothers and two sisters. Before World Vision's water projects, Beverley and her family walked over 4 miles each way for water. On top of that, not having access to clean water drastically affected her mother's ability to tend to their farm which they use to distribute fruits and vegetables to the community.

With help from donors like you, WV was able to place a clean water source in Beverley's community. Now she can go to school and enjoy fullness of life. Her mother can properly tend to their farm and the entire community benefits from clean water and fresh foods.

FUNDRAISING TIP

Be specifically bold and ask people pointed questions like, "Will you provide clean water for 2 people by donating \$100?"

Still not sure what to say? Just copy and paste this message along with your fundraising link:

Hey Friends, I'm walking/running World Vision's Global 6K for Water on May 22nd to help provide clean water to communities in the developing world! Every \$50 provides clean water for 1 person. Will you donate to my effort to provide 1, 2, 3 or more people with clean water?

Thank you so much!

<your name>