Advocate email 1

A simple and easy template for you to connect with your contacts.

Hi [N_a_m_e_],

For a while now I have been passionate about the work of Carers Worldwide because [Add your own personal reason for supporting Carers Worldwide including the relationship with Anil].

It would mean the world to me if you would join me and offer your support to Anil and his team. Their team is trying to raise £5,000 in order to [P_r_i_m_a_r_y_ _o_b_j_e_c_t_i_v_e_ _o_f_ _campaig_n].

Because I believe in what they do, I committed to personally raising £250.00 for this important cause by the end of December 2018 so that these children can get back to school in 2019.

Can you help me? I am seeking 20 people in my network to join me and donate £12.50, which will x, y, z. You can donate today at [U_R_L_ _w_h_e_r_e_ _d_o_n_a_t_i_o_n_ _c_a_n_ _b_e_ _m_a_d_e_].

Sincerely, [your name]

Advocate email 2

For advocates that wish to personalize their communication further.

Hi [F_i_r_s_t_ _n_a_m_e_],

Did you know [S_t_a_t_i_s_t_i_c_ _a_b_o_u_t_ _p_r_o_b_l_e_m_ _c_r_o_w_d_f_u_n_d_i_n_g_ _c_a_m_p_a_i_g_n_ _i_s_ _t_r_y_i_n_g_ _t_o_ _s_o_l_v_e_]?

That makes me feel [A_d_j_e_c_t_i_v_e_]. So, I decided to do something.

I made a donation to [N_a_m_e_ _o_f_ _o_r_g_a_n_i_z_a_t_i_o_n_], and I’m asking each of my friends to make a donation to [N_a_m_e_ _o_f_ _o_r_g_a_n_i_z_a_t_i_o_n_] by [D_a_t_e_].

I admire [N_a_m_e_ _o_f_ _o_r_g_a_n_i_z_a_t_i_o_n_] because it [D_e_s_c_r_i_p_t_i_o_n_ _o_f_ _m_i_s_s_i_o_n_ _o_r_ _u_n_i_q_u_e_ _a_s_p_e_c_t_s_ _o_f_ _o_r_g_a_n_i_z_a_t_i_o_n_'_s_ _a_p_p_r_o_a_c_h_]. I know you also care about [P_r_o_j_e_c_t_ _t_h_e_m_e_ _o_r_ _i_s_s_u_e_ _a_r_e_a_].

Can you please make a donation today? Your donation of [S_u_g_g_e_s_t_e_d_ _g_i_v_i_n_g_ _a_m_o_u_n_t_] will help [T_a_n_g_i_b_l_e_ _i_m_p_a_c_t_ _o_f_ _a_ _d_o_n_a_t_i_o_n_]. Visit [U_R_L_ _w_h_e_r_e_ _d_o_n_a_t_i_o_n_ _c_a_n_ _b_e_ _m_a_d_e_] to make your donation today.
Thank you so much for everything you do to make the world a better place.

Sincerely,

**Advocate email 3**

A further push when you have already contacted poelpe before.

Hi [F_i_r_s_t_ _n_a_m_e_],

I hope all is well.

I am reaching out to ask one final time if you’d be willing to contribute to a very important cause.

I made a commitment to raise [A_d_v_o_c_a_t_e’_s_ _p_e_r_s_o_n_a_l_ _f_u_n_d_r_a_i_s_i_n_g_ _g_o_a_l_] by [F_u_n_d_r_a_i_s_i_n_g_ _d_e_a_d_l_i_n_e]. Without your help, I might not reach my goal, which means [N_a_m_e_ _o_f_ _o_r_g_a_n_i_z_a_t_i_o_n_] will not be able to [P_r_i_m_a_r_y_ _o_b_j_e_c_t_i_v_e_ _o_f_ _c_a_m_p_a_i_g_n].

Please make a donation today, at whatever level you are able. Your donation will make a huge difference for [R_e_p_h_r_a_s_e_ _p_r_i_m_a_r_y_ _o_b_j_e_c_t_i_v_e_ _o_f_ _c_a_m_p_a_i_g_n].

You can make your donation at [U_R_L_ _w_h_e_r_e_ _d_o_n_a_t_i_o_n_ _c_a_n_ _b_e_ _m_a_d_e].

Thank you so much for your support! It means the world to me.

Sincerely,

[A_d_v_o_c_a_t_e’_s_ _n_a_m_e_] 12