

EMAIL OUTREACH

Email is an incredibly effective fundraising tool and is a great way to spread the word about your fundraiser, ask others to join, and ask for donations to your cause.

TIPS

Make it personal: Tell your story. Share with others why you participate, whether it's because you're rappelling for fun or because you love The Salvation Army.

If you've rappelled before, share a picture of your previous experience!

If it's your first time, share your nerves and excitement!

Have fun with it! Make a contest or game out of it: maybe the first person to donate or the largest donation gets a gift from you!

Follow-up. Be sure to say thank you to donors after they make their donation, and again after you rappelled. Send them a picture of you rappelling with the results from the event.

SAMPLE TEXT

You can support my fundraiser in several ways. The best and easiest is to visit my online fundraiser and donate online. My personal page can be found at [donate.salvationarmynorth.org/fundraiser/\(personal url\)](https://donate.salvationarmynorth.org/fundraiser/(personal url)). You can check this page to see my goal, money raised and a photo of me after the event! If you can't support my fundraiser through a donation, why not consider joining me in rappelling? To learn more about the *Down for the Challenge* and The Salvation Army, visit DownForTheChallenge.com

EMAIL BANNER

Include an email banner at the bottom of your email talking about your rappelling participation. It can be a sentence or two about the rappelling! You can even link the image to your personal fundraising page.

