fundraising email template 1

**SUBJECT: Will you help me fight homelessness?**

**EMAIL TEXT:**

Dear [insert name]

On Thursday 20 June, I will spend the longest and coldest night of the year sleeping on the concrete [outside the Brisbane Powerhouse/at CBUS Super Stadium] as part of the Vinnies CEO Sleepout® 2019. Why? To raise funds to help Vinnies address homelessness in our community.

*More than 116,000 Australians experience homelessness every night, and 32 per cent are children. That’s not a reality I’m comfortable with.*

**Help me fight homelessness by donating at: [insert direct hyperlink to your donation page on the Vinnies CEO Sleepout® website]**

This year I am aiming to raise $[insert number]. This money will go towards crisis accommodation and affordable housing solutions for families and individuals at risk of homelessness, food vouchers for people who would otherwise go without food, and personal care packages containing everyday essentials.

To reach my fundraising goal, I need your help. Donations are **tax deductible** and can be processed online.

Thank you for your support. I will keep you updated on my fundraising progress.

Kind regards

[insert your name]

[insert your title]

[Click the image to download the file to insert into your email — don’t forget to include a hyperlink to your personal Vinnies CEO Sleepout® 2019 fundraising page]