

Hi \*|FNAME|\*,

[INSERT THE PersonalMessage MERGECODE HERE]

I just wanted to let you know that I just released my [Project Name/Description] project on [Platform Name].

[LINK HERE]

I really want to [tell them something about your big dream or goal], but I need your help to do it.

I've set a target of raising \$[FundingGoal] in [X] days. If I don't raise at least that much in that timeframe, then I won't get anything at all, and I won't be able to [tell them about the positive outcomes of the project].

I've done my research, and I need to get to the first 10% TODAY. That means I really, really need your help. You know how passionate I am about this. I've got some great rewards on offer in exchange for pledges. They include [talk about 2 or 3 of your best rewards].

[LINK HERE]

\*|FName|\*, you are one of my biggest supporters. It would be amazing if you could lend your support and help me get my project off the ground.

Thanks so much!

[Your Name]