



Charity Partner Email Templates to General Database

These email templates are designed to help Charity Partners and Team Leads effectively communicate with their **broader audience**—meaning anyone in their network who may not be directly involved in the campaign, such as their email database, past donors, social media followers, volunteers, or community supporters.

To navigate, **use the tabs on the left** to find templates for every week leading up to the campaign and during. These emails can be customized to match your organization's voice and branding, ensuring they resonate with your audience.

To edit any of these documents, please select "File" → "Make Copy"



General Database Email Template: Campaign Announcement

To be sent: Monday, April 7th

Subject Lines:

- 1. We're part of something bigger—and you can be too
- 2. Healing through horses, hope through community—see what's coming
- 3. This May, we're uniting with a national movement. Stay tuned!

Hi [insert name],

We've got something really special to share with you!

[Organization Name] has been selected to join <u>Seen Through Horses</u>, a national campaign that brings together 95 organizations from across the country. This effort is all about one thing: making sure more people can access mental health support through the healing power of horses.

You know this isn't just a job or a program—it's a mission. Right here in [insert community name or region], we see every day how horses help folks find peace, strength, and healing. Whether it's veterans, young people, or families going through tough times—our horses are making a difference.

This May, during Mental Health Awareness Month, we'll be joining forces with organizations, businesses, and individuals nationwide to raise awareness and support for this kind of life-changing work. It's a grassroots movement at its core—built on community, compassion, and connection.

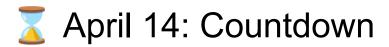
The funds we raise will go directly toward:

- [Insert how donations help—like "providing more therapy sessions"]
- ["Feeding and caring for the horses who do the heavy lifting"]
- ["Reaching more folks in our rural community who need support"]

We'll be sharing more soon about how you can get involved—by donating, sharing the word, or even becoming a Fundraising Ambassador. Whether you give \$50 or just tell a friend, it all matters.

We're honored to be part of something so meaningful—and we're even more grateful to have you with us.

All the best.



General Database Email Template: Campaign Countdown

To be sent: Monday, April 14th

Subject Lines:

- 4. Seen Through Horses is almost here—are you with us?
- 5. A national movement for healing, starting right in our community
- 6. The countdown begins: Seen Through Horses starts May 1

Hi [insert name],

We're just a few weeks away from the launch of Seen Through Horses, a national campaign uniting 95 grassroots organizations—including ours—to raise awareness and support for the transformative power of horses. This campaign gives us the chance to tell those stories—and reach the people who still need that kind of healing.

As someone who cares deeply about our mission, we'd love for you to be part of it.

Mark Your Calendar

On **Saturday, April 26 at 3 PM PT / 6 PM ET**, we invite you to join us for a **special virtual screening** that kicks off the *Seen Through Horses* campaign. This powerful short video shares the often-unseen mental health struggles faced by **veterinarians**—those who dedicate their lives to caring for our beloved animals, yet often carry their own pain in silence.

This is a chance for our community to come together and recognize the healing role horses can play—not just for clients, but for caregivers too. It's real, moving, and a reminder of why this mission matters more than ever.

Spots are limited, so please be sure to register as soon as possible—we'd love to have you with us for this important moment.

[Registration link]

How You Can Get Involved

Your support helps us take the next step.

If this mission speaks to your heart, the most impactful thing you can do right now is **make a \$50 donation** to help us begin this campaign strong.

[Insert Raisely fundraising Team page]

We're proud to be part of this movement—and even prouder to have you with us.

April 21: Client Story

General Database Email Template: Campaign Countdown

To be sent: Monday, April 21st

Subject Lines:

- 7. The reason we do this work—meet [Client Name]
- 8. Just 10 days to go—and you can help us start strong
- 9. Seen Through Horses starts soon—but the impact starts now

Hi [insert name],

As we get closer to the launch of **Seen Through Horses** on **May 1st**, we wanted to pause and share something close to the heart—the *reason* we're part of this movement.

It's about the people and moments that remind us why this work matters so much.

Meet [Client First Name]

Insert 3-4 sentence story here. Example:

[When [Client First Name] first came to us, they were carrying more than they could explain. They didn't want to talk—but standing quietly next to one of our horses, something softened. That moment of connection was when [insert example]. [Share following moments that lead to a transformative moment]. Since then, they've started to rediscover calm, confidence, and even joy.

These are the moments that drive us. It's why we've joined **Seen Through Horses**, alongside 95 organizations across the country—to show how horses can support people through trauma, anxiety, and with other mental health needs.

Donate \$50 now to help us drive this mission forward.

[Insert Raisely fundraising Team page]

A Special Virtual Screening

If you've ever been impacted by a veterinarian—someone who stayed late, made the call you were dreading, or treated your animals like their own—you know just how much they carry. This Saturday's screening isn't just a video—it's a moment to honor the emotional weight these professionals often bear alone.

You'll see how horses are helping them find steadiness, connection, and healing—and why this work is so urgently needed.

There's still time to register, but seats are filling quickly. We hope you'll join us, not just to watch—but to witness, reflect, and stand with a community that gives so much.

- 🚞 Saturday, April 26
- 👸 3 PM PT | 4 PM MT | 5 PM CT | 6 PM ET
- Limited to 1,000 seats—registration today!

[embed trailer: https://us06web.zoom.us/meeting/register/U9bu4NOHTdmV7HhK9GHP8g]

[Registration link]

Thank you for being part of this journey and making our work possible.

April 26: Vet Video

General Database Email Template: World Veterinary Day

To be sent: Saturday, April 26th

Subject Lines:

- 1. Let's Change Lives Together Seen Through Horses Launches Next Week!
- 2. Ready to Make an Impact? Join Us for Seen Through Horses!
- 3. Support Mental Health and Healing Through the Power of Horses

Hi [insert name],

Today is World Veterinary Day, and we're showing up for the people who care for the animals we love—especially the horses who help so many find healing.

Veterinary professionals often carry a quiet, emotional weight. That's why today's virtual screening of our new short film is so important. It sheds light on the mental health challenges they face and reminds them—and all of us—that they are not alone.

This moment is about more than awareness—it's about **coming together as a community** to support those who give so much.

And this is just the beginning. On May 1st, we officially launch the *Seen Through Horses* campaign, uniting 95 organizations across 33 states, Canada, and Ireland to make mental health care more accessible through the power of horses.

- Saturday, April 26th
- Limited to 1,000 seats—registration today!

[Promo Video File Download]
[Promo Video YouTube]

[Registration link]

Your generosity fuels hope, healing, and transformation. Every dollar raised helps us expand our reach, support more individuals, and care for the incredible horses who make this work possible.

Mark your calendar for May 1, the official start of the Seen Through Horses Campaign and Mental Health Awareness Month. With your support, we hope to raise more than we've ever raised!

Let's kick this off strong and make a difference for those who need it most. Thank you for your support!



Warmly,

May 1: Campaign Launch

General Database Email Template: Launch Day!

To be sent: Thursday, May 1st

Subject line ideas:

- 1. The Seen Through Horses Campaign Starts NOW Be Part of the Movement!
- 2. We're Live! Support Mental Health & Horses Starting Today!
- 3. Seen Through Horses is Here—Let's Create Change!

Hi [insert name].

Today marks the start of *Seen Through Horses*, a national awareness and fundraising campaign uniting over 90 organizations to support mental health through the power of horses. [organization name] is proud to be part of this trailblazing campaign.

This is YOUR chance to make a real difference. By donating or encouraging others to give, you are helping individuals experiencing mental health challenges get access to life-changing programs that incorporate horses into the healing process.

We're excited to share a *must-see* video that shares real, heartfelt stories that reveal the emotional weight carried by those in the veterinary field—a profession built on compassion, long hours, and quiet sacrifices. These are the people who care for our **beloved horses**, often putting the needs of animals and others before their own. It's an invitation for all of us to come together as a community to recognize their struggles, lift them up, and stand beside those who give so much to the animals we hold dear.

By sharing this message, we can help break the silence, open meaningful conversations, and remind every veterinarian and animal care professional that they are seen, valued, and never alone.

[Veterinary Video File Download]
[Newsletter Thumbnail]
[IG Thumbnail]
[Youtube Video]

This fundraising campaign is designed around **YOU**. This is all it takes to get started:

- 1. **Donate now** Every dollar fuels programs that change lives.
- 2. Share your support Spread the word to family, friends, and your community.
- 3. Follow our journey Stay updated on powerful stories and campaign milestones.

[Include button to your organization's Team fundraising page]

We believe in the power of community, and that means YOU. When we come together, we create hope, healing, and lasting impact for those who need it most.

Join us today. Donate, share, and be part of something bigger.

Much appreciation,



General Database Email Template: Animated Video:

To Be Sent: Monday, May 5th

Subject line ideas:

- 1. We're One Week In—And Just Getting Started!
- 2. We've Raised \$XX—Can You Help Us Go Even Further?
- 3. Hope, Healing, and Horses—Join the Movement!

Hi [insert name].

We're On To The First Full Week—And the Momentum Is Building!

Thanks to incredible supporters like you, *Seen Through Horses* is off to an amazing start. So far, we've raised [**\$XX]**, and we're just getting warmed up!

But there's still work to do. Mental health programs incorporating horses are transforming lives every day, and with your support, we can ensure these services continue to grow and reach those who need them most.

Grief is heavy, unpredictable, and deeply personal—but sometimes, healing comes in the most unexpected ways. This powerful story, "Moving Through Grief", is about a woman who, after losing her husband to cancer, found herself paralyzed by sorrow. Struggling to move forward, she discovered a program offering psychotherapy involving horses, where a horse named Durk helped her confront her deepest emotions and begin to heal.

It's stories like this that remind people just how meaningful their contributions are.

[Download Video File]
[IG Reel Thumbnail]

[FB/Newsletter Thumbnail]
[YouTube link]

With demand for mental health support increasing, your generosity ensures that our horses, facilitators, and facilities have the resources needed to serve more people.

- Here's how you can make a real impact today:
- ✓ Make a donation Every dollar goes directly to helping people access the support they deserve. [Insert fundraising page link here]
- Spread the word Share this inspiring story with your network and raise awareness.
- ✓ Encourage others to give Your family, friends, and co-workers can make a difference, too!

If donating today isn't an option, sharing this story is a powerful way to help.

You're Invited: Rescued Hearts 20-Min Sneak Peek Virtual Event

We're excited to offer you an **exclusive 20-minute sneak peek of Rescued Hearts**—a powerful film that beautifully captures the healing connection between horses and humans. Curated specifically for Horses for Mental Health's #SeenThroughHorses campaign, this preview features **exclusive content, moving music, and intentional storytelling that** we know will resonate with you.

Event Date: Saturday, May 10th

Street Live Virtual Event: 3:00 PM PT | 4:00 PM MT | 5:00 PM CT | 6:00 PM ET

Watch from anywhere!

Join us in raising awareness! Your support is opening the door for more people to access life-changing mental health support involving horses.

Thank you for being part of this movement. Your support is making a real difference—for people and for horses. Let's keep the momentum going!

All the best,

May 12: Third Week

General Database Email Template: The Transformative Power of Horses

To Be Sent: Monday, May 12th

Subject line ideas:

- 1. Healing Starts Here—Help Us Keep It Going
- 2. Your Support Changes Lives—Here's How
- 3. We're Not Done Yet—Join Us in Making an Impact

Hello [insert name].

We're a couple of weeks into the *Seen Through Horses* campaign, and thanks to amazing supporters like you, [Organization Name] has already raised **\$X,XXX**! But we're not done yet.

We still need your support. With your help, we can continue providing a safe and nurturing environment for individuals to heal and grow.

It can be hard to put into words what it's like to experience the healing power of horses. Once people have felt it, they can understand it—when a horse offers a safe space to be in a moment of need. The Transformative Power of Horses video captures that connection in a way words rarely can.

At [Organization Name], we see that transformation happen every day. Whether it's a veteran finding peace, a child rediscovering trust, or a grieving adult finding purpose again—our horses and programs create space for real healing.

"The Transformative Power of Horses", dives into the science behind how horses support mental health—and how organizations like ours are putting that healing into action every day.

[Download Video File]
[IG Reel Thumbnail]
[FB/Newsletter Thumbnail]
[YouTube link]

To help continue providing services and programs that help and transform lives every day at [Organization Name] please donate, [here]. Your donation to [your organization name here] will go toward helping in a multitude of ways, including:

- [insert use of funds here]
- [insert use of funds here]
- [insert use of funds here]

[include button to your organization's Team fundraising page]

Know that your work isn't going unnoticed. All of us here at [Organization's Name] are grateful for your generosity and support.

Best regards,

May 19: Final Stretch

General Database Email Template: Final Stretch

To be sent out: Monday, May 19th

Subject line ideas:

- 1. Only Two Weeks Left—Let's Make It Count!
- 2. Time Is Running Out—Your Support Matters!
- 3. Mental Health Can't Wait—Take Action Today!

Hi [insert name].

We're in the Final Stretch—And We Need You!

We're now in **Week 3** of the *Seen Through Horses* Campaign, and with the support of incredible people like YOU, [Organization Name] has already raised [Insert Amount]! But we're not done yet.

Every donation brings us closer to helping more people access [insert services your organization offers]—a proven and transformative approach to mental health support. The demand for these services continues to grow, and we need your help to reach even more individuals in need.

Here's how YOU can make an impact today:

- ✓ Donate Now Your gift, big or small, helps provide life-changing mental health services. [insert your organization's Team fundraising page]
- ✓ Share This Video Inspire others by posting on social media or sending it to a friend.
- ✓ Start a Conversation Talk about mental health, share your connection to horses, and encourage others to get involved.

We have less than two weeks left to make a difference—so let's finish strong! If you've been waiting for the perfect moment to give, this is it.

Take action today—because mental health can't wait.

[include button to your organization's Team fundraising page]

Your generosity fuels healing, hope, and change. Thank you for being part of this movement!

Thank you,



General Database Email Template: Memorial Day Weekend To be sent out: Thursday, May 22nd, Friday, May 23rd, or Monday, May 26th

Subject line ideas:

- 1. This Memorial Day, Honor Our Veterans in a Meaningful Way
- 2. This Memorial Day: Help Veterans Find Healing
- 3. Give Back to Those Who Gave Everything

Hi [insert name].

This Memorial Day Weekend, we pause to honor the courageous men and women who have dedicated their lives to protecting our country. Their sacrifices have secured the freedoms we hold dear, and today, we stand in gratitude for their service.

Through [insert specific services applicable to veterans, such as mental health support, equine-assisted services, or community-building programs], [Organization name] provides the resources veterans need to navigate life after service. One of the most powerful ways we do this is by offering a space where they can reconnect—with themselves, with others, and with the healing presence of horses.

Some wounds aren't visible, and for many veterans, the weight of trauma can feel impossible to carry alone. In our upcoming animated story, we're sharing the powerful journey of a veteran who walked into a mental health session involving horses feeling hopeless—ready to say goodbye. But in a moment no one expected, three horses laid down beside him, sensing his pain in a way no one else had.

That moment changed everything. Step by step, with the help of horses and a dedicated support team, he found the strength to stand up—physically and emotionally—and take back his life.

[Video file]
[FB/Newsletters Thumbnail]
[IG Reels Thumbnail]
[YouTube]

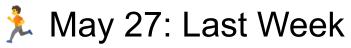
This Memorial Day, as you gather with family and friends, take a moment to reflect on the sacrifices made by our servicemen and women. If you are looking for a way to give back, we invite you to make a donation.

[insert your organization's Team fundraising page]

Let's make this last week of the *Seen Through Horses* campaign count. Your generosity can be life-changing for the veterans who need it most.

This Memorial Day, we remember, we honor, and we continue the mission to support those who have given so much for our country.

Sincerely,





General Database Email Template: Final Week

To be sent out: Monday, May 29th

Subject line ideas:

- 1. Only One Week Left Help Us Reach Our Goal!
- 2. Last Chance to Give Help Us Finish Strong!
- 3. One Week Left to Support Seen Through Horses!

Hello,

We're in the final days of the Seen Through Horses campaign, and this is our last chance to come together and make an impact for those who rely on equine-assisted mental health services. Every donation helps provide hope, healing, and support to people facing trauma, grief, and other challenges - through the incredible power of horses.

If you've been waiting for the right moment to give, **this is it.** Now is the time to step up and help us reach our goal of \$XX. We only need \$XX to get there!

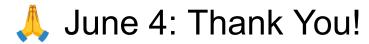
[insert your organization's Team fundraising page]

And if you can't donate today, you can still make a difference. Simply forward this email to five friends who believe in the healing power of horses and encourage them to join in. Every share brings us closer to helping more people.

This campaign may be ending, but the impact we create together will last far beyond this week.

Thank you for being part of something truly meaningful.

Much appreciation,



Email Template #10: Thank You!
To be sent out: Wednesday, June 4th

Subject line ideas:

- 1. Last Call: Your Gift Can Still Make a Difference!
- 2. We're So Close—Can You Help Us Go Even Further?
- 3. One Final Opportunity to Give—Every Dollar Counts!

Hi [insert name].

We are in awe of the generosity and support from this incredible community during the *Seen Through Horses* Campaign. Because of you, [Organization's Name] has raised [\$X,XXX] to continue providing life-changing mental health services incorporating horses.

But we're not done yet.

We're [insert amount] away from our goal—and with your help, we can reach (or even exceed!) it. Every single donation brings us one step closer to providing more support, more healing, and more hope to those who need it most.

Your gift today will directly fund [specific impact—e.g., psychotherapy sessions for veterans, crisis intervention for individuals in need, resources for families, etc.].

Make a last-minute donation and be the reason someone gets the help they need.

[link to your organization's Team fundraising page]

If you've already given, we cannot thank you enough.

We hope that you take pride in knowing that your support is making a real difference in the lives of individuals in our community. Thank you again for your generosity, compassion, and commitment to helping those in need.

All the best.

G Donor Thank You

Email Template #11: Thank You! To be sent out individually to donors

Subject line ideas:

- 1. Just a quick thank you from all of us
- 2. You made this possible, thank you.
- 3. We couldn't couldn't have done it without you.

We just wanted to take a moment to say thank you, truly. Your donation to [organization name] during the Seen Through Horses campaign means more than we can put into words.

Because of your support, we were able to raise [\$insert amount]! We're able to keep showing up for [The people/horses/clients you serve. E.g., "veterans in our community," "kids who've experienced trauma," or "families navigating mental health challenges"].

We're a small team doing big-hearted work, and knowing someone like you believes in what we do is everything.

Thank you for standing with us and for being part of this movement.