



## Sample Emails

There are a million different ways to let your friends and family know what you are doing and to try and fundraise. You can post things on Facebook and other social media outlets. Send text messages. Go door to door. But every year we find that emails directly to your contacts work best. Below are sample emails you can customize and send out to your network. We suggest sending out some sort of email to your distribution list at least once per week during the season.

### Week 1

*Friends and Family,*

*I hope all is going well in your lives. Yes, it's that time of the year ....Mustache Season! And yes, I will look a little ridiculous for the next month. But it is for a great cause! Check out my webpage (include a link to your page) to follow my progress and donate!*

*M4K Richmond improves the quality of life for local children through individual fundraising, partnering with local charities and businesses, and having a little bit of fun with facial hair. Basically we grow mustaches for a month as a marketing tool to raise money for local children's charities. Last year the group of 420 Growers raised and donated over \$1,000,000 to over 20 local charities including ASK, SCAN, Children's Hospital Foundation of*

*Richmond, Feedmore, and Friends Association for Children. As a group we have raised nearly \$6,000,000 since 2003. This year we are trying to raise even more but need your help! Please visit my page (link to your page), make a donation, and track my fundraising and facial hair progress.*

## **Week 2-4**

*Friends and Family,*

*Thank you to everyone that has donated. So far I have raised over \$X and our group has raised over \$XX. If you haven't donated yet it is not too late. Please visit my page (link to page), check out how ridiculous I look (make sure you have a picture posted to your page), and help me reach my \$Y goal.*

<During these weekly emails it is also a good idea to add some personal notes about why you are doing this, your connections to the group and/or charities that are involved. Personal touches always help.>

## **Final Week**

During the final week I typically start targeting specific groups of friends and family that I know want to donate but haven't yet.

*Good friends,*

*I have looked ridiculous for over a month. Please donate....because I know very embarrassing things about you and will share them if necessary.*

*Neighbor,*

*Please consider donating to the cause. You borrowed my weed eater for over a year and I have bought Girl Scout cookies from your daughter for over 4 years and I have a gluten intolerance.*

*Coworker,*

*You talk to me every day about my mustache, the charities, and how great it is. You said you would donate....well, it's the last week.*

Get creative. Have fun. You get the picture. Let's Grow This Thing!