



FOLLOW-UP

When to send: Seven to ten days after the first ask. Send it only to people who have not responded.

What to personalize

- Select one update angle
- Add your current goal and fundraising progress, if helpful
- Choose an appropriate gift amount

Subject line options

- A quick Chefs Cycle update
- Following up on my ride
- Will you help me reach [\$ GOAL]?

RECOMMENDED EMAIL

Hi [NAME],

I wanted to follow up on the note I sent last week about my Chefs Cycle fundraiser for No Kid Hungry. I'm working toward my [\$ GOAL] goal, and I would be grateful for your support.

[CHOOSE ONE UPDATE BELOW]

Would you consider making a gift of [\$50, \$100 OR ANOTHER AMOUNT]? Every gift moves me closer to my goal and helps No Kid Hungry connect more children with the meals they need.

Here is my fundraising page: [FUNDRAISING LINK]

Thank you for considering it.

[NAME]

CHOOSE YOUR UPDATE

Mission-centered:

One reason I believe in this work is that No Kid Hungry helps schools and communities strengthen programs that feed children every day. The goal is not one meal, but lasting access to school breakfast, summer meals and food at home.

Personal or emotional:

The closer I get to the ride, the more I think about [PERSONAL CONNECTION OR REASON FOR RIDING]. That is what will keep me moving when the miles get difficult.

Ride and challenge-centered:

I'm currently training to ride [50 OR 100] miles each day. [ADD A BRIEF TRAINING UPDATE]. The challenge is significant, and it gives me another reason to make every mile count.

SHORT FOLLOW-UP

Hi [NAME],

I wanted to follow up on my Chefs Cycle fundraiser for No Kid Hungry. I'm working toward my [\$ GOAL] goal and would be grateful for your support.

Would you consider making a gift of [\$50, \$100 OR ANOTHER AMOUNT]?

You can donate here: [FUNDRAISING LINK]

Thank you,

[NAME]

TEXT MESSAGE

Hi [NAME]! I wanted to follow up on my Chefs Cycle fundraiser for No Kid Hungry. I'm working toward my [\$ GOAL] goal and would be grateful for your support. Would you consider a gift of [\$50, \$100 OR ANOTHER AMOUNT]? Here's my page: [LINK]