Templates

Sending a fundraising email

Have you started reaching out to your network by email? This is the easiest and most effective way to fundraise! Here is a donation request email template that you can easily edit and send to your contacts:

*Hi Name,*

*This year, I will be fundraising as part of my workplace’s Second Harvest Hero campaign. I am passionate about helping Second Harvest get the funds they need to rescue and deliver fresh, healthy food to people in need in our community. Hunger has hit hard amid the global COVID-19 pandemic, and there never been such a demand for food donations across Canada as we are seeing now.*

*Nearly 60% of all food produced in Canada is lost or wasted while 1 in 7 people struggle to put food on their table. The amount of waste is staggering, and these numbers continue to climb. That is why I’m writing to you today.*

*I’m asking you to support me and Second Harvest with a donation of $25. Choose your amount or leave this blank.*

*It would mean so much to me personally if you could support this great cause on my behalf. Every dollar of your donation will help provide enough nutrient-dense food for two healthy meals.*

*Join me by clicking this link to make a safe and secure donation online: insert your personal fundraising page URL here.\**

*You will receive a tax receipt directly from Second Harvest and your donation will go to work immediately. By giving to Second Harvest, you are helping to ensure that everyone across Canada has access to healthy food. Every dollar donated helps provide 2 meals for those in need.*

*Thank you!*

*Your name*

*\*Very important – don’t forget to include this link!*