#RIDE4MALAWI

Email Templates

SAMPLE EMAILS FOR FUNDRAISING
This toolkit includes email templates that can be customized and shared with your network to help fundraise for AGE Africa!
SAMPLE EMAIL – FUNDRAISING LETTER

TARGET AUDIENCE
Use this email to send to your friends, family, colleagues, and personal network, asking for their support. If applicable, share it with your team members so they can use it too. Customize with your personal information.

SUBJECT LINE
Support Girls’ Education in Malawi with AGE Africa

EMAIL BODY COPY
Dear [Name],

I’ve made a commitment to do something incredible this year. I’ve teamed up with some of my closest friends and a few strangers around the world to fundraise for Advancing Girls’ Education in Africa (AGE Africa).

[Your email can include a short history of your passion for this cause and/or your involvement with the organization.]

AGE Africa provides life-changing opportunities for rural girls in Malawi through targeted initiatives in education, mentoring, and leadership development. These programs provide girls with the tools they need to self-advocate for their own life choices.

Over 90% of AGE Africa Scholars finish secondary school compared to 6% of rural girls nationwide. Just one scholarship can transform a family, village, and nation with hope for a brighter future.

I am committed to raise [goal] on behalf of AGE Africa. Please visit my fundraising page and consider donating $25 or more.

Your choice to support girls’ education is greatly appreciated. Every contribution counts.

[Insert page link]

With the deepest gratitude,

[Your Name]
SAMPLE EMAIL – FOLLOW UP EMAIL TO TEAM MEMBERS

TARGET AUDIENCE
Here is an email template you can send to your team members who have not created their fundraising page yet.

Simply insert your team and personal information where applicable.

SUBJECT LINE
We’re fundraising for AGE Africa!

EMAIL BODY COPY
Dear [Name],

Thank you for joining our fundraising team, [Team Name]. Together, we are going to raise $[Fundraising Goal], as a team. To meet our goal, each person will need to raise approximately $[Your fundraising goal/# of team members].

I can’t wait to get started. By now you should have received an invitation to claim our fundraising team and create your personal fundraising page.

If you didn’t get that invitation, you can also simply click here [Insert team page link] and click “Join Team.”

THEN...

1. Update your page with your photo and personal story.
2. Share your link with friends and family.
4. Be awesome. And remember to say thanks to your donors.

Let’s do this! Here we come!

Kind regards,

[Your Name]
SAMPLE EMAIL – THANKING YOUR SUPPORTERS

TARGET AUDIENCE
Here is a sample email you can send to your donors to thank them for their support. Simply insert your personal information where applicable.

SUBJECT LINE
Thank you for your donation!

EMAIL BODY COPY
Dear [Name],

Thank you for making a donation toward my Ride for Malawi 2021 campaign!

In a country where young women are more likely to be married with multiple children by the age of 16 than attending school, Advancing Girls’ Education in Africa (AGE Africa) is doing groundbreaking work. Amid the COVID-19 pandemic, AGE Africa has ensured that 100% of scholarship recipients have returned and remained in school. Your donation will promote life-changing opportunities by helping young women in Malawi graduate from secondary school and become future leaders.

Girl by girl, school by school, village by village, we will transform a nation together.

Check out how close I am to reaching my fundraising goal by visiting my personal Supporter Page:

[Insert page link]

Thanks again for your donation.

Sincerely,

[Your Name]
**5 EASY STEPS TO RAISE $500**

AGE Africa’s secondary school scholarships include tuition, room and board, uniforms, school supplies, hygiene products, mentorship and participation in a life-skills education program. Supporters who raise $500 can provide a comprehensive scholarship for one girl in Malawi for one year. Follow these 5 easy steps to make a difference through the gift of education!

**HOW TO RAISE $500:**
Set a fundraising goal of $500 and make a donation yourself! Fundraising pages that receive at least one donation within 48 hours raise more. Being the first to donate to your campaign shows commitment, dedication, and sets the tone for your supporters.

1) Donate to yourself. It starts with you!.................................................................$45
2) Post your page link and ask 10 of your Facebook friends to donate $10.........................$100
4) Ask 6 friends or family members to gift $25 to your page......................................$150
5) Ask 3 co-workers to donate $35 each.................................................................$105
3) Ask 2 family members or friends to donate $50 each in lieu of a birthday or holiday gift...$100

**TOTAL: $500**
SUPPORT

We hope this toolkit has provided you with good information you need to create excitement, increase donations, and ultimately exceed your fundraising goal. We’re here to help. Please feel free to reach out to us anytime.

AGE Africa Contact

Emily Hall – ehall@ageafrica.org