Email Template 1: My Victory

STEP 1.

Choose your subject line to reel them in:

**Can you help make my kilometres count?**

**or**

**I’m taking on the Victories for Veterans Challenge this May**

STEP 2.

Copy and paste this text to win them over:

Hi [insert name here],

I’ve taken on the Victories for Veterans challenge – aiming to complete (X) miles in May to raise money to create a victory for a veteran with DAV.

It’s going to be a real challenge, but you can help me go the distance this May by donating to my page. Each donation makes every mile I complete count.

It’s really quick and easy to donate using my fundraising page [insert ­your fundraising page link here].

(x) miles is not going to be easy but any donations will help keep me going all the way to the finish line. Thanks in advance for your support and helping to make my victory count.

Thank you,

[Insert your name here]

www.victoriesforveterans.com

