



— Virtual Awareness Walk — September 2020

Sample Fundraising Email

Raising awareness and funds involves reaching out to your network of friends, family members, and colleagues to educate them on cardiomyopathy and the need for more family support programs. In addition to posting on social media, you can start an email campaign with your story and lead them to your fundraising page. When the cause and goal is personal, it usually inspires more people to get involved and contribute.

Dear **NAME**,

September is Children's Cardiomyopathy Awareness Month, and I'm excited to Walk for Cure with the Children's Cardiomyopathy Foundation (CCF). I'm joining other walkers from across the country to further CCF's work and improve the lives of children with cardiomyopathy and their families. I know that my participation on this virtual awareness walk makes a real difference during these challenging times.

This awareness walk has real meaning to me because **GIVE REASON (example: cardiomyopathy affects my family or I am walking for my son/daughter/niece/nephew)**. When a parent discovers that their child has cardiomyopathy, a chronic and potentially life-threatening heart condition, it is a confusing and anxious time. For 18 years, CCF has provided information, guidance, and emotional support to help thousands of families to cope.

I am asking for your contribution as I walk to raise funds for CCF's Family Assistance Program and family support services. You can donate directly to **my/my team's** fundraising page at **LINK TO FUNDRAISING PAGE**. Or register **to join me/my team** to walk virtually on **DATE**.

With gratitude,

YOUR NAME
YOUR CONTACT DETAILS