



In This Together

Building Futures Through Community

Email Template

Email is one of the most effective ways to tell your friends and family about a fundraiser you are hosting and get them to donate. You may use the following email template as is but we recommend you add your voice to it.

Email Sample

Hello Friends!

As the season of gratitude begins, **I wanted to invite you to participate in my fundraiser to support the work of Fulfillment Fund** [LINK BOLDED TEXT TO YOUR FUNDRAISING PAGE]. They transform the lives of lower-income and first-generation students by removing the barriers to equitable education and obstacles to meaningful employment.

While the world continues to adapt to new challenges, Fulfillment Fund is a steady compass in the lives of youth seeking better futures for themselves and their families. It is one of the largest and most effective college access and completion organizations in Los Angeles. Fulfillment Fund also helps students by presenting them with new pathways to economic mobility and minimizing or eliminating college debt whenever possible.

Please join me in this community effort to become part of our students' support system [LINK BOLDED TEXT TO YOUR FUNDRAISING PAGE] and make your meaningful donation before December 31, 2022. From now until the end of the year, donations will be matched dollar-for-dollar, up to \$150,000!

Your gift will directly impact the futures of our youth. We're all in this together with our students — are you with us?

Thank you in advance for your support,

[Your Name]





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General Tips

- **Decide who to ask.** If you are emailing a group of people who don't know each, you may want to BCC them. If possible, you will want to reach out to people individually so you may salute them by name.
- **Add a personal story.** Tell your community why Fulfillment Fund is important to you and share a personal experience you may have had with us, like listening to students at events or participating in the LA Big 5K.
- **Be direct.** Don't bury your donation ask. People are short on time; they skim and get distracted. Be specific and gracious.
- **Say thank you!** Once you start seeing donations, send them a thank you either digitally or by mail if you have their information and remind them of how they are strengthening our community.

Helpful Stats

Learning Loss:

- 70% of Black and Latino students are not meeting grade-level reading and math goals.
- 99% of Fulfillment Fund students are people of color.

College Debt:

- 1 in 8 Americans has college debt with the lowest-earning families having \$30K in loans.
- 93% of Fulfillment Fund students are from low-income households.

College Completion:

- Those with a Bachelor's earn \$1.2M more in their lifetime than those without a degree.
- 95% of Fulfillment Fund college students graduate or persist.

