

FINAL EMAIL

Subject line:

Help me climb [MOUNTAIN NAME]!

Body:

Dear [INSERT NAME],

In just [X] weeks I'll be participating in Climbing For Kids by climbing [MOUNTIAN NAME] to benefit Bay Area Wilderness Training (BAWT).

I've been training hard and I can't wait to start climbing on [INSERT DATE]!

I need your help to reach and even beat my \${INSERT GOAL} fundraising goal.

Will you donate \$50 [or \$25, \$100, \$200, etc.] today?

Click here to donate now: [PUT YOUR CUSTOM URL HERE]

With gratitude,

[YOUR NAME HERE]