

FOLLOWUP EMAIL

SUBJECT LINE:

Help me climb a mountain for at-risk youth!

BODY:

Dear [INSERT NAME],

You probably already know that on [INSERT DATE] – just [X #] months from now – 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'm ready to go!

BAWT is on a mission to create opportunities for urban youth to experience wilderness first hand.

By reaching my goal of [INSERT GOAL] an average of [INSERT NUMBER BASED ON GOAL; \$3200=54, \$3800=65] kids will have the unique opportunity to enjoy the wilderness with experienced adult trip leaders and top of the line outdoor gear. BAWT provides effective tools that enable teachers and youth leaders to change young lives.

I need your help to reach my fundraising goal. Will you make a donation today?

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

With gratitude,

[YOUR NAME HERE]