

EMAIL TEMPLATE ONE

SUBJECT LINE:

I'm climbing for kids You can help!

BODY:

Dear [INSERT NAME],

I will be participating in Bay Area Wilderness Training's Climbing for Kids fundraiser. I will be climbing [MOUNTAIN NAME] from [DATE] to [DATE], to help raise funds to create opportunities for at-risk and urban youth to experience wilderness first hand. I have set a personal goal of raising \$[GOAL AMOUNT], and you can sponsor me by visiting my Climbing for Kids web page. Go to www.climbingforkids.org, click on the "Donate" link, then click on my name. Or, you can go directly to my page at [PUT YOUR CUSTOM URL HERE].

By reaching my 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. Best of all, your donation will be making a serious difference in the lives of at-risk youth, many of whom have had little sustained contact with the natural environment. BAWT exists as a vital, comprehensive and ongoing source of support to agencies that lead youth wilderness trips and believes that urban youth, once exposed to wilderness, have a broadened sense of themselves, each other, and the world around them.

Thank you so much for supporting me as I climb to help at-risk youth.

Sincerely,

[ADD YOUR NAME HERE]