

END OF YEAR EMAIL

SUBJECT LINE:

I'm climbing for kids Support me with a tax-deductible donation!

BODY:

Dear [INSERT NAME],

I will be participating in Bay Area Wilderness Training's Climbing for Kids fundraiser. I will be climbing [MOUNTAIN NAME] IN [MONTH/YEAR], to raise funds to help get at-risk and urban youth to experience wilderness first hand. My fundraising goal is \$[GOAL AMOUNT], and with your support I can reach it!

2011 is coming to a close so please make your tax-deductible donation before December 31st .. You can visit my personal fundraising page here: [URL]. Any donation big or small is appreciated and helps create opportunities for youth to experience the outdoors.

Bay Area Wilderness Training programs positively impact urban youth, the Bay Area education community, professionals from youth-serving programs, and the interests of environmental education and preservation. They provide effective tools that enable teachers and youth leaders to change young lives. Because of BAWT, thousands of youth experience wilderness for the very first time every year.

BAWT is on a mission to create opportunities for urban youth to experience wilderness first hand. You can be a part of this amazing work by donating to my climb [URL] and it is tax deductible before December 31st.

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

Sincerely,

[ADD YOUR NAME HERE]