FIRST EMAIL VERSION 1

Dear friends and family

[Insert personal greeting such as “I hope this message finds you healthy and happy”]. I’m reaching out to let you know about an issue that has become deeply important to me: Worldwide, over 3 billion people currently cooking on traditional cookstoves or open-fire pits regularly fall victim to preventable diseases such as chronic obstructive pulmonary disease (COPD) stroke, ischaemic heart disease, and lung cancer. The majority of those impacted are women and many are children under just five years old. Not only does this indoor air pollution cause sometimes fatal diseases but it also contributes to climate change, and creates an unnecessary health disparity between genders.

Luckily, there is a solution; Himalayan Stove Project (HSP) is a nonprofit organization committed to providing Envirofit clean cookstoves to families in the most rural reaches of the Himalayas- the ones least likely to receive this life-changing technology. HSP has already delivered over 5,500 stoves throughout Nepal, and positively impacted the lives of over 50,000. That’s why I’m raising funds for this awesome organization. Just $150 transforms the lives of a family and so much more. Click here to access my fundraiser and consider becoming a part of my team!

[Insert personal thank you such as “Thank you for taking a moment and please feel free to reach out with any questions”].

FIRST EMAIL VERSION 2 (EXTENDED)

Dear friends and family,

I’m writing today to let you know about a cause I’ve recently become involved with that I find deeply important and inspiring. Himalayan Stove Project (HSP) is a nonprofit organization committed to providing clean cookstoves to families in the most rural reaches of the Himalayan region of Nepal. These Envirofit cookstoves lower highly damaging levels of indoor air pollution in communities that are still cooking over traditional cookstoves or open-fire pits. Such pollution causes often dangerous and sometimes fatal diseases and disproportionately impacts women and girls.

$150 (the cost of one cookstove) transforms the lives of a family in Nepal, but also contributes to the reduction of pollution contributing to climate change; A local solution for a global problem.

Most importantly, HSP partners with Nepali residents and organizations to act as the experts and make sure they are reaching the communities most in need, thus empowering the locals on an individual and community level.
This is why I’ve chosen to create my own fundraising campaign on behalf of Himalayan Stove Project and the people they serve. Please consider donating now and/or spreading the word via email or social media. You can also join my fundraising team and create your own campaign, here.

Feel free to reach out with any questions and thank you for taking a moment to learn something new today and hopefully, support an awesome cause.

FOLLOW UP EMAIL SAMPLE:

[Insert your greeting or:] Dear friends and fam

I wanted to give you a quick update on my fundraising project for Himalayan Stove Project. Over the course of [enter amount of time since first email, you can do weekly emails with this template if you’d like] you’ve helped raise [insert amount raised so far]. That equates to [divide number by $150 to give them the number of stoves this will provide i.e $600/$150= 4 stoves. We suggest prompting them with a goal number for stoves and how much more money that will mean. So if your goal is 10 stoves say something like:] This means I need to raise another $900 to reach my goal of providing TEN Envirofit Clean Cookstoves to families in Nepal.

With just [insert amount of time left in your fundraiser if you have a deadline] to go, I would greatly appreciate your help in reaching this goal for a great cause. Click here [insert the direct link to your personal fundraiser] to send life-changing clean cookstoves to families in the most rural areas of the Himalayan Region of Nepal.

As always, thank you for your time, support and interest in this cause.

[personal sign-off]