

## 1<sup>st</sup> Email to send to your network

**Subject: Join me in Supporting Julia's Hope Cup**

Hi **[First Name]**,

I am excited to announce that I am supporting **Julia's Hope Cup** by taking on the role of a fundraising champion. My fundraising will help raise funds for **The Hope Centre** to provide emergency food for those who are most vulnerable in our community.

**[Fundraiser Story: Why are you supporting this organization? What impact has this organization had on you/your family/your friends?]**

Every year, the Welland Community looks forward to Julia's Hope Cup a celebration of the life of Julia Turner & her humanitarian spirit, while raising funds in support of The Hope Centre.

I am excited to participate in their online fundraising campaign. Check out my fundraising page here: **[LINK TO FUNDRAISING PAGE]**

Thank you for supporting me and **Julia's Hope Cup**.

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## 2<sup>nd</sup> Email to send to your network – 50% milestone

**Subject: Help me reach my goal for Julia's Hope Cup**

Hi **[First Name]**,

I am excited to announce that I have reached 50% of my fundraising goal for Julia's Hope Cup. My goal is to raise **\$XX** in support of **The Hope Centre** and I need your help!

Please join me in helping **Julia's Hope Cup** to raise \$40,000 for The Hope Centre by visiting my fundraising page at: **[FUNDRAISING PAGE LINK]**.

If you've already donated, thank you so much for your support! I hope you'll consider sharing my fundraising page with your friends and family on social media

to get the word out about **The Hope Centre** and the difference they make to our community!

Thank you!

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### **3<sup>rd</sup> Email to send to your network – 1 week before the event**

**Subject: Only a few more days left to support Julia's Hope Cup**

Hi **[First Name]**,

The Julia's Hope Cup event is one week away! With your help, I have already raised **[\$ AMOUNT YOU'VE RAISED]** towards my fundraising goal for The Hope Centre and I am proud of my impact as a fundraising champion!

I am so thankful for the support of my community throughout this campaign - but the giving isn't over yet! Visit my fundraising page at **[FUNDRAISING PAGE LINK]** and make a contribution to help me reach my goal.

You can also show your support by sharing my fundraising page with your friends and family on social media!

You are invited to join us in the celebration on Saturday, February 18<sup>th</sup> at Chippawa Park Pond in Welland. Bring your family for food, fun and good old fashioned pond hockey!

Thank you again!

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### **4<sup>th</sup> Email to send to your network – 2 days before the event**

**Subject: Join us for Julia's Hope Cup on Saturday**

Hi **[First Name]**,

Julia's Hope Cup event is on Saturday, February 18<sup>th</sup> and you are invited to join in the celebration!

This family event is open to anyone in the Welland community and is FREE to attend. Enjoy watching 'good old' Canadian Pond Hockey while sipping on hot chocolate and eating comfort food provided by local restaurants. Kids carnival games, Silent Auction, 50/50 and more!

Bring your skates and play hockey on the pond at Chippawa Park. *If the pond is not frozen, we will be playing ball hockey.*

Kids (ages 5-12) play FREE! Register on the day of at 9:00 am.

Adults (ages 14+) pay a \$50 registration fee. Register on the day of at 11:00 am.

Individual registrations only - no teams. You will be randomly assigned to a team to play a few games of hockey in attempt to become the next Julia's Hope Cup Champions.

We hope to see you there!

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## After the Event on February 18

**Subject:** Thank You!

Hi **[First Name]**,

Thank you so much for your support during the **Julia's Hope Cup** online fundraiser. Because of you, I was able to raise **[\$ AMOUNT YOU'VE RAISED]** for The Hope Centre and the event raised a total of **[\$ TOTAL CAMPAIGN AMOUNT RAISED]**.

Together, we made a difference in the lives of those who are most vulnerable in our community and will help to provide emergency food for the many people facing food insecurity in Welland.

You rock! Thank you!

