



## Sample Email Copy for First Giving Templates for Fundraisers

### 1) Launching Your Fundraiser

Dear (Friend, Family Member, Coworker),

I hope you can join me in supporting **IMA World Health** and their **South Sudan famine response efforts**. This is a cause that is very near and dear to me. I want to do as much as I can to help the men, women and children at immediate risk for starvation in the world's youngest country.

Nearly 5 million men, women and children are at immediate risk for starvation following [the World Food Programme's declaration of a famine](#) event in South Sudan. With [an estimated 1 in 4](#) South Sudanese in need of immediate help, many - if not all - traditional methods of achieving food security have been thwarted. More than 2 million people have fled their homes in response to violence, complicating existing efforts to provide emergency feeding and other humanitarian services, such as medical care. As the situation worsens, there is additional concern for compounding [public health problems such as cholera](#).

IMA World Health has extensive experience working in high-risk environments, and has been operating in South Sudan since 2008. It is one of the few international health service delivery organizations continuing to address critical needs in South Sudan. Operating primarily in Jonglei and Upper Nile states, the agency has worked with the South Sudan Ministry of Health, World Bank and other partners to provide clinics and other points of access to basic medical services to about 25 percent of the country's population, despite ongoing challenges of violence and instability.

Please consider joining me in this life-saving cause by donating to my fundraiser today! Please visit my **IMA World Health** fundraising page to find out more about my fundraiser and make your donation!

I am so excited to help save lives with **IMA World Health** and I hope you will be, too.

Thanks for your support of this great cause!

### 2) Thank you

Dear [donor],

I want to personally thank you for your generous donation to my fundraising page in support of **IMA World Health and their Ebola response efforts**.

This cause is of great importance to me because [YYY...]

Thank you again for your generosity!



### 3) Campaign Status Update

Dear [friend],

Wow! I'm so happy to share this news with you:

My fundraising campaign has raised **\$XX** this week. I have raised a total of **\$XX** for **IMA World Health's South Sudan famine response efforts!**

Thank you to all of you who have supported me. I couldn't have done it without you! **You are helping those suffering from the immediate risk of starvation.**

Donations made to my page will contribute to providing supplemental ready-to-use therapeutic food, oral rehydration therapy and additional medicines to address malaria and other infections are urgently needed. Malnutrition puts a population already at high risk for infection in even greater danger.

**I am \$XX away from my goal.** If you haven't had a chance to support my campaign yet don't wait, visit my page to make your donation today! [link to your First Giving Fundraising page]

Please feel free to share my fundraising page on your social networks or with others in your networks who would be interested in supporting this great cause.

Thank you again for your support!

### 4) Halfway to event

Dear [friend],

I want to thank you for your support in helping me raise funds for **IMA World Health.**

I am about halfway through my fundraising efforts. I wanted to update you on my progress: **I have raised \$XX so far!**

Donations made to my page will provide supplemental ready-to-use therapeutic food, oral rehydration therapy and additional medicines to address malaria and other infections are urgently needed. Malnutrition puts a population already at high risk for infection in even greater danger.

Please feel free to share my fundraising page on your social networks or with others in your networks who would be interested in supporting this great cause.

Thank you again for your support!



## 5) Last call for donations

Dear [friend],

Well, this is it! I'm on the homestretch of my fundraising efforts. I can't thank you all enough for your continued support. I will be collecting donations through my page until **XX** and would encourage any last minute donations!

Totals raised from my efforts will provide increased access to health services that will provide supplemental nutritional interventions and basic medical care.

Thank you so much for your generous support!