**Drafting a Great Outreach E-mail**

Now that you have learned more about how to draft a great outreach e-mail, it is time for you to practice this by using this e-mail template.

**A FEW TIPS:**

* Be sure to include your organization’s personality in your outreach e-mail
* Use a donor-centered approach - explain the impact their donation would have
* Tell a story of one of your beneficiaries
* Include a recent project photo that is relevant to the subject of the e-mail
* Keep your e-mails brief! Donors will seldom read an outreach e-mail that requires them to scroll down.
* Offer your donor options to get involved in your project (i.e subscribe to your newsletter, like your Facebook page, volunteer)

A good subject line is…

* **Concise**, **relevant** to your e-mail, **personal** and **specific**

EXAMPLE:

**Subject: *If You Build It, We Will Save Lives***

**Write 3 possible subject lines of your own:**



**Write your own:­­­­**

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**Introduction:**

Brainstorm ideas for different types of outreach e-mails:

**EXAMPLE:** Open Challenge Bonus Day

1.

2.

3.



**Dear Mr/Ms.---,**

**...and help us raise money to ensure this right for children in Ukraine.**

This means more children like[**Artur and Zhenia**](http://www.globalgiving.org/projects/emergency-fostering-in-ukraine/updates/) can grow up in a safe and secure environment. With timely emergency foster care, in just three months they can transform from severely neglected and malnourished children into content little boys with a loving family.

As of today, *Partnership for Every Child* is participating in GlobalGiving’s Open Challenge. We have **to raise $5000 from 40 unique donors** in just 30 days! If we succeed in the challenge we will be able to continue fundraising on GlobalGiving and have the chance to win additional cash prizes if we raise the most money or have the highest volume of donors. **This is a fantastic opportunity for YOU to raise your hands** because every donation will go directly toward placing our children in safe and secure family environments.

So please, make a donation today!

We thank you for your generosity on behalf of every child. 

**Write your own outreach e-mail here:**

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Feel free to include your own compelling photo like in the example   
email shown! Don’t forget to include your personality!!**

**What’s next? Watch the “Intro to Twitter” tutorial under the Social Media category here:** [**http://www.globalgiving.org/getting-started-challenge/**](http://www.globalgiving.org/getting-started-challenge/)

**Raise Your Hand and Donate!**

**Write your own:­­­­**

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