

Sample 2 - Introductory email re 365challenge for general circulation list
Please edit to suit your particular plans for your 365challenge

Hi there

I recently heard about a year-long sponsored programme of physical challenges to raise as much money as possible for Cancer Research UK. It's called the **365challenge**, and you can find out all about it on its website– www.365challenge.co.uk. *Maybe mention something here about your interest in supporting CRUK, and why.*

I've decided that I want to support this really important cause too, and so I am going to take on the 365challenge for myself. Over the course of the next year, starting on DATE, I plan to **OUTLINE YOUR CHALLENGES**

How does that sound? Well, actually, because I can't take too much time away from work to do all this, I'm going to take on all of these challenges in my local gym, building up the distances over the 365 days of my challenge.

Clearly, I want to try, over this coming year, to raise as much money for Cancer Research UK as I possibly can, so I'll be emailing just about everyone I know over the next few days to invite them to support me in this challenge. I've set up a sponsorship page here – **YOUR JUST GIVING PAGE WEB ADDRESS** – where you can make your donation securely on-line, with all funds going directly to CRUK – you can even take advantage of Gift Aid on this page, ensuring that CRUK collect a further 28 pence per pound sponsor.

If you feel you can sponsor me for any amount, I'd be very grateful indeed. I've set myself a target of raising **£3650.00 (or insert your own target)**, so believe me, any contribution is very welcome.

To help with sponsorship, I've created the 1%ers Club for supporters – asking people if they think they could spare the equivalent of 10 pence a day for 1 year - £36.50 – or 1% towards my total. Anyone who donates this amount will get acknowledged on the 1%ers Club page that I am creating on my personal 365challenge web page, which I hope to be able to share with everyone soon.

(If you are not planning on setting up a site, don't worry, perhaps you could let people know that you will keep a record of every 1%er and they will get a monthly update email to keep them informed of how you are getting on in earning their sponsorship)

Does that sound like a good idea? I know it might be a lot for some people, as a lump sum, to sponsor me for, but if I plant the seed, who knows, some of you may be interested ...

But as I've said, any amount that people feel they'd like to donate to support me in my year-long 365Challenge efforts would be great. You can donate on-line by visiting my sponsorship page here: **JUST GIVING PAGE WEB ADDRESS**. Or if you'd prefer not to use the web, please send cheques to me (made out to **CANCER RESEARCH UK** please) at the address below.

I really value all support and welcome any comments, suggestions or ideas for how I can make this year long effort as successful as possible. And if you'd like to help to raise even more by taking up a 365challenge for yourself, do please check out the website for more details.

Wish me luck, and thanks again for your support.

Cheers
NAME
ADDRESS

www.365challenge.co.uk

Please Note: I plan to send out regular email updates on how I'm getting on with my 365challenge. If you'd prefer not to receive further emails from me on this, please reply to this email with the word "REMOVE" in the subject line, and I'll take you off my mailing list.

All the best.

(I've included this line in my regular update emails to my circulation list, so that if anyone doesn't want to continue to receive these emails, it's easy for them to withdraw. If you include this, it is important – both for your own credibility AND the charity - that you respect their request, and that you stop sending them emails on the challenge immediately. But most people are happy to get the updates, they like to know what is going on!)