



**Personal Emails or even snail mail letters are the best way to seek sponsorship and to rally the support of your friends and family. Below are examples of three critical emails that you should plan on sending as a part of your fundraising journey. Please edit these so they feel sincere, reflect your personal fundraising goal and passion for ocean protection.**

### **Initial Appeal**

**Subject:** Please help me reach my goal for the Team Ocean Challenge

Hi [name],

You may not know yet, but I'm very excited about supporting ocean protection through Project AWARE's Team Ocean Fundraising Challenge. A big part of this challenge is raising much needed funds.

If the physical challenge [run/swim etc.] I'm putting myself through wasn't enough, I'm also aiming high and am determined to raise at least \$500 for Project AWARE Foundation so I need all the help I can get!

I am deeply concerned about emerging threats to the underwater world which is why I am supporting Project AWARE. Pollution is one of the overarching stressors currently impacting the health of our ocean and it affects us all. Marine debris is currently one of the biggest sources of pollution and it's believed that over 800 different species have been impacted by marine debris through ingestion or entanglement!

To tackle the issue Project AWARE works at a national, multinational and international level in order to:

- Share the underwater impacts of pollution through data collection and reporting to influence policy
- Reduce the amount of pollution in the ocean
- Save marine life from the detrimental impacts of pollution

Your support is critical to success for our ocean. Please help me raise \$500 towards a targeted effort to remove and report debris in areas most at risk. [Insert link to your fundraising profile]



[Insert a photo of you in your dive gear/training for your challenge, something near the water or AWARE divers in action so they can see what you are involved with]

Thank you for taking action to realize the vision of a clean and healthy ocean.

Best wishes,

**P.S. It's really easy to make a tax deductible donation and you get a receipt emailed straight to you.**

**Reminder email**

**Subject Line:** I still need your help!

Hi [name],

Jane, John, and many others have helped bring my fundraising total to \$400 out of my \$500 goal!

You still have 5 days to invest in ocean protection through sponsoring my fundraising challenge. I'm [running/swimming 5 miles etc.] and would be really grateful for your support of a brighter future for our ocean. Together with the global Team Ocean Fundraisers, we are raising \$25,000 for a targeted effort to remove and report debris in areas most at risk.

Please donate today to be a part of this action to protect the ocean by visiting my fundraising page at [insert link to your fundraising profile]

Thanks so much!

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**Thank you email**

**Subject Line:** Thank you!

Hi [name],

Thank you so much for your donation! Your support really motivates me to make the most of this challenge and have the greatest impact possible for the future of our ocean.

Your backing means the world to me and my big challenge is going to be a great success thanks to you.

Many thanks,