



Finathon
Fundraising for Ocean Protection



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 send out 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 Finathon

You may not know yet, but I'm very excited about supporting ocean protection through Project AWARE's Finathon 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, an organization dedicated to supporting ocean advocates and amplifying their voice. Project AWARE supports an unprecedented global movement of divers around the globe acting in their own communities to protect the ocean and implement lasting change. Supporting Project AWARE fuels grassroots activities and policy change in two areas - Marine Debris and Sharks in Peril - necessary to ensure a clean, healthy ocean planet today and in the future.

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





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Please would you take this opportunity to invest in ocean protection too by visiting my fundraising page at www.finathon.org/XXXX and make a donation to Project AWARE?

As a diver, I see the beauty of sharks and the ocean that the rest of the world can't. I'm able to see firsthand that sharks aren't the scary monsters that everyone think they are but majestic and important creatures of the sea.

Ocean protection depends on our actions, large and small. Now, more than ever before. More than supporting my action, by being a part of this fundraiser you help Project AWARE:

- Fight to stop the ugly journey of our trash
- Insist on full protections for the most vulnerable shark and ray species
- Negotiate policies that ensure a brighter future for our ocean and its wildlife

To learn more about Project AWARE and ocean protection visit -<https://youtu.be/vfHFm-wj2qo>

Thank you for your help!

Best wishes,

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



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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 of your support of a brighter future for our ocean.

Please donate today to be a part of this action to protect the ocean by visiting my fundraising page at www.finathon.org/XXXX

Thanks so much!

Thank you email

Subject Line: Thank you!!

Hi there,

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,