

Email templates

Below are email templates that you can use to arrange a team meeting, ask for donations and say thanks. Feel free to tweak each message as needed to fit the cause and campaign of your choice.

Arrange a team meeting

Hi [name],

I hope this email finds you well. On [March 15], I'd like to invite you to take part in a team meeting for [WE Walk For Water]. Did you know that [more than 800 million people around the world don't have access to safe drinking water? Over 260 million people, mostly young girls, have the daily, exhausting task of collecting water from distant, unreliable sources]. With this campaign, our goal is to walk and raise [\$100,000] to [help improve access to clean water for millions of people around the world]. With clean water, families and communities can thrive.

At this meeting, we will discuss our goals as a team, the steps needed to take action and how we will plan for our event. With your support, we're confident that we can make a difference.

To learn more about the campaign and our cause, feel free to contact me at any time.

I look forward to seeing you there.

Your WE Champion,

[name]

Email templates

Asking for donations

Hi [name],

I hope this email finds you well. On [April 27], I'm participating in [WE Walk For Water], a walk to raise money to [improve access to clean water for millions of people around the world]. Why? Because we believe that [everyone deserves clean water] and together, we can make a difference.

[Around the world, more than 800 million people don't have access to safe drinking water. In developing communities, women and children have the primary responsibility of collecting water from distant, unreliable sources. With improved access to clean water, children can go to school instead of walking for it, families can watch their crops flourish and communities can thrive].

Our goal: to raise [\$100,000]. With your help, I'm confident that we'll reach our goal and make a difference. Feel free to contact me if you'd like to learn more about our campaign and cause.

Thank you for your time and support in creating a better world for everyone.

Your WE Champion,

[insert name]

Giving thanks (for attending a team meeting)

Hi [name],

Thank you for your time today in attending our [WE Walk For Water] campaign meeting!

We believe that everyone deserves clean water and we're so glad that you do too. We hope to make a difference in the lives of millions around the world, and we couldn't do it without you! Your participation will help us reach our goal of [\$100,000] that will go toward sustainable development projects in communities that WE Charity partners with, such as building wells and piping clean water into a community. If you'd like to learn more about the cause and campaign, feel free to reach out to me at any time.

Your participation in our WE campaign plays a vital role in our organization's corporate social responsibility efforts and will make a world of difference in the lives of others.

Thank you again for your time. I look forward to seeing you at upcoming campaign events.

Your WE Champion,

[insert name]

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Giving thanks (for donating or contributing)

Hi,

Thanks so much for your support and help in our [WE Walk For Water] campaign. Your generous donations and participation helped us exceed our goal of [\$100,000], raising almost [\$130,000]! Your contribution will go toward sustainable development projects in communities around the world, including [building wells, piping clean water into a community and educating others on sanitation]. It's more than just a donation—your support is helping change lives around the globe.

On behalf of your [company]'s [WE Walk For Water] campaign team, thank you for your compassion and commitment to making the world a better place.

Your WE Champion,

[insert name]