

CAAAV's Karaoke Battle Fundraising Ask E-mail Template

SUBJECT LINE: Can You Support Me As I Karaoke for Justice?

“Hey NAME,

[YOUR PERSONALIZED WELCOME: for example, “Hope you’re doing well and that trip to California was a blast] I am excitedly reaching out to you because one of my favorite organizations CAAAV Organizing Asian Communities is hosting its annual Karaoke Battle fundraiser and I’m on a team to fundraise.

What is the Karaoke Battle, you ask?

CAAAV is grassroots, which means their social change work is possible thanks to support from ordinary community members like you or me. And this also means they like to throw a mean fundraiser that’s lots of fun and for an important cause.

For the Karaoke Battle, supporters create teams that fundraise, then dress up and compete in a karaoke sing-off the night of the event. CAAAV’s goal is to raise \$25,000.

Why do I support CAAAV and you should too?

[EXPLAIN WHY YOU BELIEVE IN OUR WORK: for example, “Growing up low-income and Asian in NYC, I was always frustrated by how our issues were never heard and addressed. But I’ve been inspired by the activism and CAAAV’s leaders, especially the tenant elders who fight week in and week out to protect NYC for low-income immigrants. And they are leading the fight in so many languages that get ignored: Bangla, Chinese, and Korean!”]

[Share links to CAAAV’s accomplishments or work that people can click on for more info]

So, how about it- can you join me in giving \$[DONATION ASK] or more to help me reach my fundraising goal of \$[GOAL]? [INCLUDE FUNDRAISING PAGE URL]

Thanks in advance for hearing me out! And of course, come to the Karaoke Battle on May 10th for a lot of fun. [FACEBOOK EVENT URL]

Sincerely,

[YOUR NAME]

[YOUR FUNDRAISING PAGE URL]”

BUT WAIT...

What if your friend doesn’t respond or say they’ll contribute, but doesn’t get around to it? There is a popular phrase, “Organizing is 90% follow-up.”

The same is true for fundraising. Send friends a follow-up message. They may have forgotten to respond, or missed your e-mail in the inbox. Often, they will be glad that you reminded them of the opportunity to contribute and do good. You can use the template below:

“Hey NAME,

Hope all is well with you. I’m following up on an e-mail I sent you recently about an opportunity to support one of my favorite organizations CAAAV.

I still have [TIME LEFT] days to reach my fundraising goal of \$[GOAL] and wanted to let you know you in case a reminder was helpful. Check out my fundraising page to learn more about CAAAV.

If you appreciate their work like I do: **can you join me in giving \$[DONATION ASK] or more for racial and economic justice? [INCLUDE FUNDRAISING PAGE URL]**

Any support, whether it’s a donation or encouragement is much appreciated and of course, hope you can join me for the Karaoke Battle on May 10th [FACEBOOK EVENT URL]. Thanks!

Sincerely,
[YOUR NAME]
[YOUR FUNDRAISING PAGE URL]”