

## CAAAV's PP20K Challenge E-mail Template

**SUBJECT LINE:** I'm now a CAAAV People Mover; can I count on your support?

"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 first *People-Powered \$20K Challenge* and I volunteered to be one of its 100 People Movers.

### **What is the *People-Powered \$15K Challenge*, you ask?**

It's a grassroots fundraising campaign where People Movers, who are friends of the organization, donate \$20 and ask 9 of our own friends to contribute \$20 or more to fund leadership trainings and support for low-income Asian immigrants building community power. Together, we'll raise \$20,000 or more.

### **Why am I stepping up as a CAAAV People Mover?**

[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!"*]

So, how about it- **can you join me in giving \$20 or more to help me reach my fundraising goal of \$150?**  
**[INCLUDE FUNDRAISING PAGE URL]**

Thanks in advance for hearing me out. Donations are super! Awareness is also super!

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 axiom, "Organizing is 90% follow-up." The same is true for fundraising.

***So send friends a follow-up message.*** They may have forgotten, or overlooked 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:

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“Hey NAME,

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

No worries if you missed my first e-mail or forgot. I still have [TIME LEFT] days to reach my fundraising goal of \$200, so check out my fundraising page to learn more about CAAAV.

If you support what they do: **can you join me in giving \$20 or more for racial and economic justice? [INCLUDE FUNDRAISING PAGE URL]**

Your donation and/or words of support for my efforts as a CAAAV People Mover mean a lot to me. We all need each other to create a more just world. Thanks!

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