



Email template: Donation request to friends, family and colleagues.

Email template 1

Subject line: [Keep short and compelling, avoid CAPS and exclamations]

Dear [insert donor's name],

You might have heard that I'm hiking [Event name and date] and fundraising to support the brilliant work of Police Care UK. A charity that supports serving and veteran police, staff, volunteers, and their families who've been physically or psychologically harmed through their role in policing.

They provide:

- Clinical therapy with trauma specialists.
- Support for anxiety, PTSD, and burnout.
- Education bursaries for children of injured/bereaved officers.

This cause is very important to me because [supply your personal reason].

I'm encouraged by the fundraising support I've already received, but I still need help reaching my fundraising goal of [insert £ amount].

Would you be willing to make a contribution to my fundraiser? A gift of any amount would mean the world to me.

To donate, simply click the link to my fundraiser below:

[Insert link to fundraiser]

It would also mean a lot if you could share my fundraiser link on social media. The more exposure I get, the faster I will reach my fundraising goal.

I'd love to talk to you in person about my fundraiser, so please don't hesitate to reach out.

With love/Sincerely,

[Your name]



Email template: Time-sensitive donation request to friends and family

Email Template 2

Subject line: Only [insert days] to help me reach my fundraising goal.

Dear [insert name],

I only have [number] days to finish fundraising for Police Care UK.

If [insert number] of people donated [insert £5, £10 OR £15] to my fundraiser, I would [be able to meet my fundraising goal/make significant progress toward my fundraising goal].

Would you be able to help make this a reality?

To donate, just click the link to my fundraiser below:

[insert link to fundraiser]

It would also really help if you could share my fundraiser link with everyone you know. The more eyes on my fundraiser, the better!

I appreciate all of your support! I wouldn't be able to accomplish [fundraising goal] without your help.

With love/Sincerely,

[Your name]