

12

days of giving

EMAIL TEMPLATE TO SEND TO YOUR CONTACTS AND GENERATE MORE SUPPORT

Emailing your contacts is a good way to encourage more people to nominate your charity and increase your chances of winning. You can use this template to get you started. Simply copy and paste the message, and tweak it as you see fit – we've suggested you write some bits yourself, to personalise the message and tailor it to your charity.



Subject: Your nomination really counts

£1,000 could make a big difference to the work we do [briefly say what that work is.] That's why we'd be really grateful if you could nominate us in Ecclesiastical's 12 days of giving. Your nomination could be the one that wins us £1,000.

Open to eligible charities in the UK, Republic of Ireland, Channel Islands and Isle of Man, Ecclesiastical will be donating a total of £120,000 to 120 charities over 12 days in December and we'd love to be one of them [Briefly explain how the donation would be spent and how it would help. E.g. If we did win, we'd be able to...]

It's quick and easy to nominate us. Just visit movementforgood.com/12days, click 'nominate now' and enter our details. Nominations are open now, closing at midnight the day before each draw. Charities not drawn will be carried over to the next draw, and draws will take place each weekday from 7 December to 22 December 2020.

The more nominations we get, the greater our chance of winning, so please spread the word to your friends and family.

Thank you in advance for your time and support.