

FUNDRAISING EMAIL TEMPLATE


SUBJECT LINE:

Help Us Hit Our Goal Tonight

Hi [First Name],

I'm running for [Office Name] because [insert 1–2 sentence reason for running—something personal, powerful, and relatable. Example: "Our community deserves leadership that listens, shows up, and gets things done."]

But I can't do this alone—this campaign is powered by people like you.

 We're working toward an important fundraising goal of [\$X] by [date], and I'm asking for your help. Can you make a contribution of [\$25 / \$50 / \$100] today to help us get there?

Every dollar you give helps us [donor impact statement—example: "print more yard signs, connect with voters door-to-door, and run digital ads to get out the vote."]

This is a grassroots campaign, and your support truly makes the difference between a good campaign and a winning one.

 [Click here to donate now]

Or visit: [Campaign Donation Link]

Thank you so much for believing in this movement. Let's win this—together.

With gratitude,

[Candidate Name]

[Campaign Website]

[Social Media Links]

**RUN: A GUIDE TO SEEKING
ELECTED OFFICE**

