



## Sample Emails

We are suggesting that you send out either 1 or 2 emails to your contacts (friends, families, coworkers) asking them to support Family Promise of Cobb County on October 25. The first email is to let them know about the day, the 2nd email is reminding them it is time to donate. You can send them a reminder email yourself or you can have them sign up for a [reminder email](#) through our website.

### 1st Email - 5 to 7 Days prior to Giving Day (around October 18-21)

**Subject:** Please Support us on our Family Promise Giving Day!

**[Salutation],**

In the United States, 1 in 19 children experiences homelessness before reaching age 6. These children live in communities across the country, where their neighbors are unaware that family homelessness is happening in their backyard. The impact of homelessness for children extends far beyond a lack of housing. They are 8-9 times more likely to repeat a grade, 3 times more likely to be placed in special education programs, and 7 times more likely to commit suicide.

On October 25th, Family Promise National and Family Promise Affiliates across the country will be joining forces for our first Family Promise Giving Day. And we need your help! Please join our campaign and help me reach my goal of \$200! We need you to tell your friends and family members about the important work we do and ask them to join us in helping to make a difference.

Get ready to give! On October 25, starting at 12AM, visit <https://www.fpgives.org/organizations/family-promise-of-cobb-county> **(or insert your personal fundraising page link here)** and make a donation to Family Promise of Cobb County. You will have 24 hours to make your donation, and all giving will end at 11:59PM on October 25.

If you would like a reminder email on the 25th, [sign up here](#).

Questions? If you have any questions or would like more information, let us know. **[Add your contact information]**. Thank you in advance for your generosity to Family Promise of Cobb County!

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## 2nd Email - October 25

Subject: Today's the Day, Put Your Giving Shoes On!

**[Salutation],**

Family Promise Giving Day is TODAY, and we are asking you to join us in our efforts to make this the most awesome day of giving our community has ever seen!

We are writing to ask you to take five minutes to give to Family Promise of Cobb County at <https://www.fpgives.org/organizations/family-promise-of-cobb-county> (or insert your personal fundraising page link here).

Here are some examples of the impact of your donation:

**\$25** covers a gas card or a storage tote and new pillow for a family member.

**\$50** covers the cost of 10 food boxes for graduate families and walk-in clients.

**\$125** subsidizes a family for one week in one of our transitional homes.

Whether you are able to give or not, would you please help us spread the word. Text a friend. Forward this email. Post on Facebook, Twitter and Instagram using the hashtag #FPgives19. Share our link <https://www.fpgives.org/organizations/family-promise-of-cobb-county> so that others can give!

Oh, and you can also just tell someone in person – that works too!

With gratitude,

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