



# Team Resilience

Race for Depression Awareness with Erika's Lighthouse

## Email

Using email to promote your online fundraising page is an excellent way and easy way to raise money. While the vast majority of Team Resilience fundraising is now electronic, don't forget those people that may still appreciate a written letter.

### A Few Pointers

- **Create a list** of your friends, coworkers, family and others that may donate to determine the best way to reach them.
- **Use your "Fundraising Center"** provided with the Team Resilience fundraising page to send emails. It is a great way to save contacts for future activities you may participate in.
- **Use your own email account** such as Gmail, Ymail, Outlook or other providers. In order to access all of your contacts, you may need to use more than one!
- **Customize templates** that are provided on "Fundraising Center" to tell your story.
- **Use practical examples** of how funding can help – we have provided some examples.
- **Utilize statistics & information** at erikaslighthouse.org to customize statistics to your story.
- **Ask for more** because people can always give you less – but will rarely give you MORE.
- **Create a challenge** to your donors based on your giving "Will you match my \$100 towards depression awareness?"
- **Don't be afraid** because no one will be angry that you are supporting a great cause and no one will ever donate if they aren't asked.

Don't forget our other fundraising resources, tools and tips on the Fundraising Center.

If you have questions or would like assistance with writing or emailing reach out to:

Nick Crothers  
Fundraising & Events Manager  
nick@erikaslighthouse.org  
(708) 581-6223



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## Sample Email Blast

Hey Friends!

Did you know that 1 in 5 teens will experience depression before adulthood? Many of these youths feel isolated and alone. We can change that!

I am fundraising for Erika's Lighthouse in the <\_\_\_\_\_ **Marathon**> this year to support their mission to make sure no young person feels alone in their depression. Erika's Lighthouse works to promote inclusive school cultures around mental health by empowering educators, students and families through Classroom Education, Empowerment Clubs, Family Engagement and School Policy & Staff Development. Their vision is to provide free educational resources to schools and communities so that everyone in the community has the knowledge and support they need to create lasting, positive culture change.

I have set a personal goal to raise <\$\_\_\_\_\_>. With your help, we can provide proven foundations for students to create a thriving culture of compassion, support, and hope.

Please support me and help to *Get Depression Out of the Dark* by making a donation today! Please visit **<ADD PERSONAL FUNDRAISING PAGE LINK>** to contribute or send your donation into Erika's lighthouse at PO Box 616, Winnetka, IL 60093.

I appreciate any support you can offer.

Thank you!

**<Your Name>**