

GLOBAL 6K SAMPLE EMAILS

SAMPLE EMAIL 1 - THANK YOU FOR REGISTERING!

Hey!

I know you received a confirmation email from World Vision, but I wanted to personally thank you for registering to attend the **<team name>** host site! I'm so excited for this event and the impact we'll make as a team. For quick reference, here are the event details again.

Date:

Time:

Location:

I can't wait to see you on race day and feel free to reach out to me with questions or ideas you might have! Make sure you join our Facebook group **<link>** to get updates for our specific location leading up to the event.

PS. Just a heads up, World Vision will be sending you periodic emails with information about the water projects we're supporting, fundraising tips, etc!

SAMPLE IMAGE

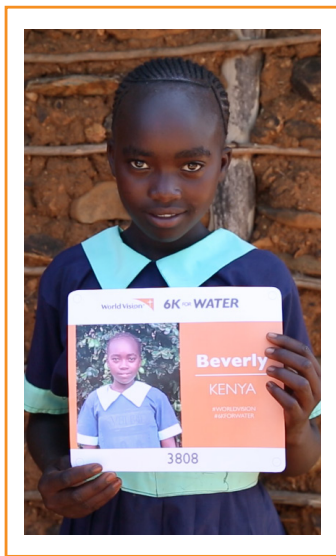


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SAMPLE EMAIL 2 - INCREASE FUNDRAISING

Dear <fundraiser name>,

Thanks for supporting World Vision's Global 6K for Water by fundraising. There's only <number> weeks to go until the race! With the hard work of you and our other fundraisers, <city or team name> has raised over \$<fundraising total> so far.



HOW YOU'RE HELPING

By supporting World Vision's water projects you're helping children like Beverley. Beverley lives in Bartabwa Kenya with her parents, two brothers and two sisters. Before World Vision's water projects, Beverley and her family walked over 4 miles each way for water. On top of that, not having access to clean water drastically affected her mother's ability to tend to their farm which they use to distribute fruits and vegetables to the community.

With help from donors like you, WV was able to place a clean water source in Beverley's community. Now she can go to school and enjoy fullness of life. Her mother can properly tend to their farm and the entire community benefits from clean water and fresh foods.

FUNDRAISING TIP

Be specifically bold and ask people pointed questions like, "Will you provide clean water for 2 people by donating \$100?"

Still not sure what to say? Just copy and paste this message:

Hey Friends,

I'm walking/running World Vision's Global 6K for Water on May 6th to help provide clean water to communities in the developing world! Every \$50 provides clean water for 1 person. Will you donate to my effort to provide 1, 2, 3 or more people with clean water?

*Thank you so much!
(Your Name)*

Check out even more fundraising tips at <link to website> Thank you for making a difference!

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SAMPLE EMAIL 3 - INCREASE REGISTRATION *(send to people already registered)*

Have you asked your friends and family to join you yet? If everyone at our host site had one friend join us, we could increase our impact to **<projected amount>**, that's **<number>** kids with clean water! How simple is that?

If we all make big ask I know we can reach our goal. Tonight, make a list of 10 people you know, used to know or you're getting to know and ask them to join us on May 6. Your email, text or phone call can be as simple or as elaborate as you want but sharing a personal piece about why you registered always helps with getting people on board!

Can't wait to see the impact we make!

SAMPLE EMAIL 4 - INCREASE REGISTRATION *(send to people not registered)*

On May 6, 2017 World Vision's Global 6K for Water will unite people around the world to walk/run on the same day for the same cause. That cause is water - why water?

- 6K (3.72 mi) is the average distance people in the developing world have to walk for water.
- The lack of clean water is the #1 preventable cause of death in the world.
- About 1,000 children under the age of 5 die everyday from unsafe drinking water.

But we can change that, right here in **<your city name>**! When you register for the Global 6K for Water, your registration fee provides lasting clean water to one child in developing world.

Will you join us on May 6 to help end the water crisis? Visit **<link>** for more information!

SAMPLE
IMAGE



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SAMPLE EMAIL 5 - POSSIBLE DONOR OR SPONSOR

Sponsorship or donation requests should be treated uniquely as the opportunities come. Even if you have an existing relationship with the person or company, each request or connection should be tailored for the specific situation with a specific ask. Follow these guidelines below to draft your email.

REINSTATE OR STATE A CONNECTION

In the first line of the email, remind the person how you know each other and establish common ground. If there is no connection, briefly explain why you're reaching out to this particular person or company.

INTRODUCE THE GLOBAL 6K

The amount the donor or sponsor is aware of the event or World Vision determines how much information to include. It's important to state deadlines and dates clearly to create a sense of urgency. Explain clearly what you are asking for and that you are open to other ideas they may have for donations or sponsorships. If you don't have a specific donation ask in mind attach the 6K for Water sponsorship packet for them to review.

MAKE IT EASY

It's important to make next steps as simple as possible. Instead of ending the message with a statement like, "I look forward to hearing from you" end it with a question to increase your chances of getting a reply, for example, "Do you have any availability this week to talk more about this opportunity?"

You should also include a link to the worldvision.org website so they are able to learn more about the organization.

SAY THANK YOU

Genuinely thank the person you're writing.

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SAMPLE EMAIL 6 - TRAINING ENCOURAGEMENT

If you're following the 6K training plan its week <number> and I'm sure you're doing amazing! Be sure to take it easy on your rest days, they're just as important as your run/walk days.

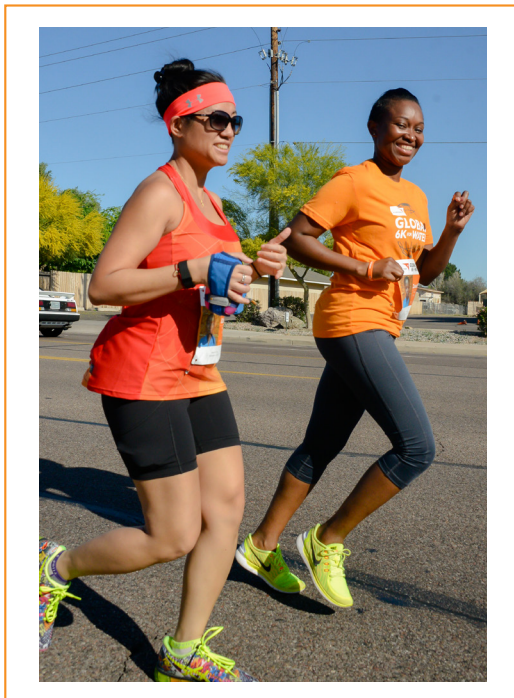
If you haven't started the plan yet and still want to it's not too late! Jump right in and download the plan here <link to plan>

Here are some quick tips to help you along the way!

- *Treat yourself. Reaching big goals deserves a reward. If you've ran longer than you ever have, go to dinner at your favorite place or do something fun you've been putting off.*
- *Find a group or a friend to train with, they can still register for the 6K here <link to webpage>*
- *Use a mantra or a statement while you run/walk to push yourself further like, "I am doing this for others", or "I'll finish, no matter what".*

Hope this helps and remember, **you don't need to follow the training plan to participate in the 6K.** Whether you're walking, running, or pushing a stroller, you'll be making an impact that will change lives no matter what!

SAMPLE IMAGES



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SAMPLE EMAIL 7 - CONTINUE THE RELATIONSHIP

Thank you again for walking or running World Vision's Global 6K for Water with us, with your help we brought clean water to over <number> kids!

I wanted to let you know that there is still time to sponsor the child on your bib. Soon, that child will be placed back into the World Vision database so WV can continue to look for someone to become their sponsor. We know you formed a special bond with that child and we wanted to make sure you (or a family member or friend) had a chance to continue the relationship first.

If you would like to become a sponsor you can do so in one of two ways:

1. Visit the link in the email you received from World Vision to sponsor online.
2. Email World Vision at 6Kforwater@worldvision.org if you didn't receive that email and want to sponsor the child on your bib.

So grateful,

<name>

SAMPLE IMAGE

