## TC Sample Email to Update Team Members about Team’s Fundraising Efforts

Dear Team,

Thank you so much for your participation in this year’s First Annual White Cane Walk. It’s already [Insert Date] and the Walk will be here in October! We need all of our team fundraising in order to hit our team goal of $[Insert Team Fundraising Goal]. Remember, the funds we raise today will play a critical role in continuing to offer FREE programs to the blind and low vision clients in Hillsborough, Polk and Hardee Counties!

**Here is where we are to date:**Walker Recruitment Goal:
Walkers Recruited:
Team Fundraising Goal: $
Amount Raised to Date: $

**Below are some steps you can take this week to reach your fundraising goal:**

* Lead by example- make your own personal donation, if you haven’t already.
* Personalize your personal fundraising webpage- potential donors are more compelled to donate when they know why you’re passionate about raising money for the White Cane Walk.
* Send donation request emails to your friends and family. Oftentimes, people need to be asked 3 times before they donate, so don’t forget to send reminders.
* Use Social Media**-** your Network to update your status on Facebook, Instagram, LinkedIn, Twitter or other social networks and ask for donations.

**Did you know that fundraising online can help you raise more money in a shorter amount of time?**

* Participants who fundraise online raise more than those who do not.
* There are email templates in your Resource center that will get you started.
* You have access to more potential donors with email and text messages because there are no geographical boundaries!

Sincerely,

Name

Team Captain (Team Name)

FYI-Team Captain- you can always share what you or other team members are doing to raise money!