



## Sample Emails

There are a million different ways to let your friends and family know what you are doing and to try and fundraise. You can post things on social media, send text messages, go door-to-door. We find that emails directly to your contacts work best. Below are sample emails you can customize and send out to your network. We suggest sending out some sort of email to your distribution list at least once per week during the season.

### Announcement Email (when you register)

*Friends and Family,*

*I hope all is going well in your lives. Yes, it's that time of the year...Mustache Season! And yes, I will look a little ridiculous for the next month. But it is for a great cause! Check out my webpage (include a link to your page) to follow my progress and donate!*

*[M4K Cville](#) improves the quality of life for local children through individual fundraising, partnering with local charities and businesses, and having a little bit of fun with facial hair. Basically, we are growing mustaches for a month as a marketing tool to raise money for Foothills Child Advocacy Center and Piedmont CASA.*

*Both organizations' missions promote healing to children who have experienced abuse in Charlottesville and the surrounding area. Click on the link to learn more about how they help local children and their families.*

*Please visit my page (link to page), make a donation, and track my fundraising and facial hair progress.*

## Weekly Email Updates

*Friends and Family,*

*Thank you to everyone that has donated. So far I have raised over \$X and our group has raised over \$XX. If you haven't donated yet it is not too late. Please visit my page (link to page), check out how ridiculous I look (make sure you have a picture posted to your page), and help me reach my \$Y goal.*

It is also a good idea to add some personal notes about why you are doing this, your connections to the group and/or charities that are involved. Personal touches always help.

## Final Week (November 25, 2024)

During the final week, typically start targeting specific groups of friends and family that you'd like to make a donation but haven't yet.

*Good friends,*

*I have looked ridiculous for over a month. Please donate....because I know very embarrassing things about you and will share them if necessary.*

*Neighbor,*

*Please consider donating to the cause. You borrowed my weed eater for over a year and I have bought Girl Scout cookies from your daughter for over 4 years and I have a gluten intolerance.*

*Coworker,*

*You talk to me every day about my mustache, the charities, and how great it is. You said you would donate....well, it's the last week.*

**Get creative. Have fun. You get the picture.**

**Let's Grow This Thing!**