



Email Guide

Email is an incredibly effective fundraising tool – you can reach people all over the world with the click of a button! It is a great way to spread the word about your Race for Inclusion participation and to ask others to join your team or donate to your cause.

Tips & Tricks

- Make it personal: Tell your story. Share with others why you participate - maybe it's because it's crazy cool or because you love Special Olympics Florida!
- If it's your first time, share your nerves and excitement!
- Have fun with it! Make a contest or game out of it - the first person to donate, or the largest donation gets a gift from you.
- Follow-up. Be sure to say thank you to donors after they make their donation and again after you race. Send them a picture of you racing with the results from the event!

Sample Text

This fall I will be racing to support Special Olympics Florida. I am raising money so I can compete in the Race for Inclusion. I have set a personal fundraising goal of \$(insert amount here), and I need your help to reach it. I'm hoping you'll make a donation to Special Olympics Florida on my behalf. The easiest way to support me is to visit my personal page (insert personal url here).

If you prefer not to donate online, you can also give your donation directly to me, or mail it in to Special Olympics Florida at the address below. Please make sure to include my name and "Race for Inclusion" with your donation so I receive credit for the pledge.

Special Olympics Florida
1915 Don Wickham Dr
Clermont, FL 34711

If you can't support my Race through a donation, why not consider joining me? You can join my team online now (choose Join Team button your page; copy link once page is launched here)! To learn more about the Race for Inclusion and Special Olympics Florida, visit SpecialOlympicsFlorida.org.

Email Tag

Include an email tag at the bottom of your emails letting people know about your Race for Inclusion participation. It can be a sentence or two about the Race or use an email graphic to show potential donors exactly what you'll be doing.