



TOGETHER, WE
**#SHINE
ASONE**



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 selection to Team Florida and to ask others to donate to support you.

Sample Text:

Below is an example of an email you can send out to your family and friends to spread the word. You can customize the text and add your personal touch to it.

Team Florida will be competing in the 2022 USA Games in Orlando June 5-12, 2022. Team Florida will be comprised of over 700 athletes, coaches, and staff. I am so excited to be attending and I need your help raising money in order for me to bring home the gold and allow me the opportunity to create a world of inclusion and respect.

To achieve my dreams I have set a personal fundraising goal of \$1,000, and I need your help to reach it. I'm hoping you'll make a donation to Special Olympics Florida on my behalf. Don't you want to help me bring home the gold?

*You can support me in several ways. The best and easiest is to visit our team page (*insert team page URL*) or my personal page (*insert personal URL*). 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 list the sport and Team Florida with your donation so I receive credit for the pledge.*

**Special Olympics Florida
1915 Don Wickham Drive
Clermont, FL 34711**

You can find my personal page online by visiting (<http://give.specialolympicsflorida.org/teamflorida2022>)! To learn more about the 2022 USA Games and Special Olympics Florida, visit specialolympicsflorida.org

Thank you so much for your support!

For more information or questions please email supportteamflorida@sofl.org



Tips & Tricks

- Make it personal: Tell your story. Share with others why you love Special Olympics Florida and what it means for you to represent Team Florida at the 2022 USA Games.
- 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 the Games. Send them a picture of you competing with the results from the event!

Email Tag

Include an email tag at the bottom of your email talking about being part of Team Florida. It can be a sentence or two about the 2022 USA Games or a picture of you or your team playing the sport you will compete in at the 2022 USA Games.