

## Empower Her Email Campaign: "DIY Fundraising"

### Instructions:

- Thank you for supporting Dress for Success Empower Her Campaign. Your contribution is invaluable to us and the women we empower.
- These email templates are provided for you to customise and share with your network, family and friends to ask them to support your fundraising efforts.
- The sections highlighted in **yellow** are for you to add your own bit of flair! Please personalise these parts with your own details etc.
- With DIY Fundraising, you can choose an activity that fits your style. Rather than hosting a bake sale or organising a fitness challenge, Do It Your Way with something fun and a bit different like a virtual trivia night, movie marathon, or an art sale - the power is in your hands. You can do it as many times as you like. Feel free to modify the emails based on what you choose to do.
- After registering on our Empower Her website <https://empowerherdfs.org.au/>, be sure to copy your unique fundraising page link where indicated **[Insert link]** in your emails so people can click on the link to sponsor you.
- Don't forget to remove any content or detail that doesn't apply to your activities!

### Email 1: Recommended to be sent out within 3 days of registration

**Subject:** Join me to Empower Women this November.

**Preview Text:** I'm **hosting an art sale** to raise funds for Dress for Success. Will you support me?

### Body:

Dear **[Name of recipient]**,

This November, I'm **hosting an art sale** for a powerful cause – the Empower Her campaign for Dress for Success. I'll be dedicating **my time and my artwork** to raise funds.

### Why Empower Her:

The Empower Her campaign helps women across Australia by providing the essential support and opportunities they need to enter or re-enter the workforce with confidence. By supporting me, you'll be helping women take control of their futures—equipping them with the skills, confidence, and resources to succeed in their careers and beyond.

### My Goal:

My target is to raise **\$XX**, which will help women find the right outfits, giving them the tools, self-belief and support to change their lives. I will be **hosting an art sale on date/day/time/place** to achieve this goal.

I would love for you to **sponsor me/join me** and help me reach my target. Click on the link to my fundraising page. Every dollar helps! **[Insert link]**

## **Empower Her Email Campaign: "DIY Fundraising"**

### **Other ways You Can Support:**

- Spread the word about this important cause by sharing my fundraising page.
- Do It Your Way: why not host your own fundraising event? Whether it's a virtual trivia night, movie marathon, or an art sale, you can help empower women too.

<https://www.dfsnswact.org.au/fundraise/diyfundraiser>

Let's come together and make a difference – one woman, one opportunity, and one empowered future at a time.

Thank you so much for your support!

[Your Name]

## Empower Her Email Campaign: "DIY Fundraising"

**Email 2: Scheduled to send first week of November – or 7 days after registration, whichever is soonest.**

**Subject:** Your Support is Helping Me Empower Women!

**Preview Text:** Your contribution is making a real difference!

**Body:**

Dear [Name of recipient],

This is a friendly reminder that my art sale in support of Dress for Success Empower Her campaign is happening this Saturday.

**In case you missed it,** I'm holding an art sale to support empower women into the workforce. Join me by attending my art sale to support more women through this initiative. Here are the details:

**Event:** Art sale for Empower Her

**Time:** hh:mm to hh:mm

**Date:** Saturday, 16 November 2024

**Venue:** 123 ABC road, NSW

**You Can also Support by:**

- Spread the word about this important cause by sharing my fundraising page.
- Do It Your Way: why not host your own fundraising event? Whether it's a virtual trivia night, movie marathon, or an art sale, you can help empower women too.  
<https://www.dfsnswact.org.au/fundraise/diyfundraiser>

Your support is empowering women across Australia. Thank you for being part of this amazing journey with me and Dress for Success.

I appreciate your support,

(Your Name)

## Empower Her Email Campaign: "DIY Fundraising"

**Email 3: to be sent 2<sup>nd</sup>/3<sup>rd</sup> week of November**

**Instruction:**

- **Option 1:** If you haven't reached your target and you want a final push.
- **Option 2:** applied with your target is achieved but you think there's an opportunity to raise even more funds.

**Subject:** Time is Almost Up – Help me Empower more women

**Preview Text:** Sponsor me to empower women across Australia

**Body:**

Dear **[Name of recipient]**,

As November comes to a close, so does my **DIY Fundraising** campaign. But there's still time to make a big impact in the lives of women across Australia.

Every donation helps Dress for Success make a real difference in the lives of women ready to take the next step toward a brighter, more independent future. If you've been thinking about supporting, now is the time!

**Please choose from Option 1 or 2 and delete which isn't relevant.**

**Option 1:** I'm (just/only) **\$YY (actual number)** away from my goal of **\$XX**. Can you help me get there?

**Option 2:** Amazing news! I've achieved my goal of **\$XX** thanks for your incredible support. Your generosity has already made such an impact, and together we have the opportunity to make an even bigger difference by continuing to raise funds and empower more women.

Please keep supporting my fundraising page here: **[Insert Link]**

Let's make these **final hours/days** count and empower as many women as we can. Your generosity means so much to me and to the women we're supporting together.

Thank you for your continued support!

**[Your Name]**

## Empower Her Email Campaign: "DIY Fundraising"

Email 4: Thank You & Result to be sent 1 <sup>st</sup> week of December.
--

**Subject:** We Did It! Thank You for Supporting My DIY Fundraising campaign

**Preview Text:** Together, we empowered women across Australia

**Body:**

Dear [Name of recipient],

I'm thrilled to share that, thanks to your incredible support, my art sale was a success! Together, we helped Dress for Success in their Empower Her Campaign empower women across Australia and help them embrace their futures with confidence.

My goal was to raise \$XX, and with your support, I've raised \$YY (actual number). Your generosity has made a lasting impact on the lives of women across Australia, and I'm so grateful to have had you by my side throughout this journey.

Thank you for believing in this cause and supporting me and Dress for Success in this mission to empower women.

With heartfelt thanks,

(Your Name)