

FUNDRAISING TEMPLATES

Before you begin reaching out for donations, here are 5 quick fundraising tips to help you kick things off:

1. Remember: People want to support you

Most people give because they care about *you*, not only because of the cause. You're inviting them to be part of something meaningful in your life—and that's powerful!

💡 Tip: Don't forget to end every message with your donation link to make it easy to donate!

Example: *You can support my fundraiser here: [link to fundraising page]*

2. Follow Up (It makes a big difference!)

Life's busy! People *do* want to give, but they might miss your first message. Fundraisers who follow up once or twice - even with a short reminder - raise significantly more. Think of it as a friendly nudge, not a bother.

💡 Tip: Fundraisers who follow up raise 2–3x more

3. Every Gift Counts

Remind your supporters that every bit of care counts - Even \$10 or \$25 makes a difference. You may be surprised by some of the contributions that come through when family and friends rally around their loved ones. Every bit of support adds up to help you reach your goals.

4. Share your “why”

Sharing your ‘why’ helps others connect with your passion and inspires them to give. Maybe you or someone you love has been impacted by Sinai Health, or you simply want to give back. Use the templates below to make it personal - your story could resonate more than you think!

5. Use the personal touch—it works

Our most successful fundraisers send personal messages in addition to mass emails or social posts. A quick email, text, or direct message over social channels that says why this cause matters to you can go a long way. Make sure you fill in your family or friends' first name when updating the templates below.

Below are some templates to get you started! Feel free to use them as is or add your own personal touch for greater impact!

Every bit of cake counts.

Email Template

Subject Line Options:

I'm Taking the Plunge for Women's Health Research!

Taking the Cold Plunge for research that puts women first – Help cheer me on!

I'm diving in for women's health research – let's make waves together

Email Copy:

Hi Friend,

I'm excited to share I'm taking on The Cold Plunge Challenge for Sinai Health!

Menopause influences 70% of age-related diseases, but less than 1% of preclinical aging studies worldwide consider menopause in their research. I'm taking the Cold Plunge Challenge to make a statement: women's health research matters.

We need your help to make a real difference. Every donation, no matter the size, supports vital research that will help women thrive at every stage of life.

You can support our team and fund women's health research here: ***[link to fundraising page]***

Thank you for cheering me on and for your generous support!

[Your Name]

Social Media Template (great for Instagram, Facebook, LinkedIn, etc.)

I'm excited to share I'm taking the Cold Plunge Challenge this World Menopause Day to support women's health research at Sinai Health.

Menopause influences 70% of age-related diseases, but less than 1% of preclinical aging studies worldwide consider menopause in their research. I'm taking the Cold Plunge Challenge to make a statement: women's health research matters. Every dollar raised helps close the gap in women's health research and bring us closer to better, more equitable care for women.

  Support my plunge and donate to Sinai Health! ***[Fundraising Page Link]***

#ColdPlungeChallenge #WomensHealthResearch #WorldMenopauseDay #SupportSinaiHealth

Every bit of care counts.

Texting Template

Hey! I'm excited to share I'm taking the Cold Plunge Challenge this World Menopause Day (Oct 18) to highlight the critical need to support women's health research at Sinai Health.

Menopause influences 70% of age-related diseases, but less than 1% of preclinical aging studies worldwide consider menopause in their research. I'm proud to take The Cold Plunge Challenge and make a statement: women's health research matters.

Every dollar raised helps close the gap in women's health research and bring us closer to better, more equitable care for women.

Cheer me on and support my plunge by making a donation: ***[Fundraising Page Link]***

Thanks for your support!

Thank You Template

Hi *[Donor Name]*

Thank you so much for supporting my Cold Plunge Challenge fundraiser for Sinai Health. Your generosity means so much, not just to me, but to advancing critical women's health research that has been underfunded for far too long.

If you would like to learn more about the impact of your gift, visit <https://sinaimaturewomenshealth.ca/>

Your support is helping to drive discoveries that will change the future of women's health. I am so grateful to have you in my corner.

[Your Name]