

Below are email templates for our various campaigns. Choose the campaign that relevant to you, then take a few moments to personalise the template, in particular wherever you see these brackets {} for **Share the Love of Yoga** and {} for **Nurture an Eco Warrior**. A personalised email is far more effective than something that is formal and impersonal.

A few tips:

- The first few paragraphs should contain the most important information.
- Introduce your why, stick to the point and keep it punchy.
- Your mail should cover the When, Who, Where, What and Why.

## Share the love of Yoga Campaign – Event invitation

Hi {name of your friend or family member},

{Personalize the intro. Make it relevant to the recipient. Tell them how yoga and meditation impacted on your life, and/or how it can help the children we work with in Khayelitsha and Lavender Hill}

On {date and time of event}, I'm going to {details of your event, eg "host a yogathon to support Earthchild Projects Share the Love of Yoga campaign"} at the {venue for your event}. It's sure to be {description of your event, eg "fun" or "meaningful" or "enlightening"} and it's for a great cause.

Why support me? Earthchild Project works with over 2,000 children from under-resourced communities in Khayelitsha and the Cape Flats facing stressful social challenges such as substance abuse, gansterism and violence. Just R200 provides one child with weekly yoga and meditation classes for a year. For many of the children, it's a much needed safe and nurturing environment that allows them to connect with themselves, others and the environment so that they can grow up to become conscious community members.

Take a few minutes to watch this video to see the impact we can make together:

[Youtube.com/watch?v=V0xIMnv-8K8](https://www.youtube.com/watch?v=V0xIMnv-8K8)

Please support me by attending or spread the word? You can find details about the event here {link to your GivenGain campaign page or an event on Facebook, etc}.

See you there!

{Your name}

## Share the love of Yoga Campaign – Requesting Sponsorship

Hi {name of your friend or family member},

{Personalize the intro. Make it relevant to the recipient. Tell them how yoga and meditation impacted on your life, and/or how it can help the children we work with in Khayelitsha and Lavender Hill}

I'm going to be {details about our challenge, eg "climbing Mount Kilimanjaro" or "giving up smoking/drinking coffee/etc"} on {date}, to raise funds for the Earthchild Project Share the Love of Yoga campaign. I'm writing to ask you to support my {details eg "climb" or "challenge"} by sponsoring me. It's for a great cause.

To give you an example of what your support can achieve: just R200 provides one child with weekly yoga and meditation classes for a year! Earthchild Project works with over 2,000 children from under-resourced communities in Khayelitsha and the Cape Flats facing stressful social challenges such as substance abuse, gansterism and violence. For many of the children, it's a much needed safe and nurturing environment that allows them to connect with themselves, others and the environment so that they can grow up to become conscious community members.

Take a few minutes to watch this video to see the impact we can make together:  
[Youtube.com/watch?v=V0xIMnv-8K8](https://www.youtube.com/watch?v=V0xIMnv-8K8)

You can donate by clicking on this link {link to your GivenGain campaign page}. Any amount you can give would be a great help.

Thanks,

{Your name}

## **Nurture an Eco-Warrior Campaign – Event invitation**

Hi {name of your friend or family member},

{Personalize the intro. Make it relevant to the recipient. Tell them how hiking, gardening or caring for the environment impacts on your life, and/or why it's important to share it with children we work with in Khayelitsha and Lavender Hill}

On {date and time of event}, I'm going to {details of your event, eg "host a midnight hike to support Earthchild Projects Nurture an Eco-Warrior campaign"} at the {venue for your event}. It's sure to be {description of your event, eg "fun" or "meaningful" or "relaxing"} and it's for a great cause.

Why support me? Earthchild Project works with over 2,000 children from under-resourced communities in Khayelitsha and the Cape Flats. Many of the children have never walked in a forest, stood on top of a mountain or put their feet in a clear water stream. How can we ask children to care for nature if they've never experienced it? In addition, time in nature can be very healing for children growing up in communities with challenges such as unemployment, gangsterism, and drug and alcohol abuse.

Just R250 provides one child with classroom worm farming and gardening lessons for one year, and just R150 provides a hike for one child!

Please support me by attending or spread the word? You can find details about the event here [{link to your GivenGain campaign page or an event on Facebook, etc}](#).

See you there!

[{Your name}](#)

## **Nurture an Eco-Warrior Campaign – Requesting Sponsorship**

Hi [{name of your friend or family member}](#),

[{Personalize the intro. Make it relevant to the recipient. Tell them how hiking, gardening or caring for the environment impacts on your life, and/or why it's important to share it with children we work with in Khayelitsha and Lavender Hill}](#)

I'm going to be [{details about our challenge, eg "climbing Mount Kilimanjaro" or "giving up smoking/drinking coffee/etc"}](#) on [{date}](#), to raise funds for the Earthchild Project Nurture an Eco-Warrior campaign. I'm writing to ask you to support my [{details eg "climb" or "challenge"}](#) by sponsoring me. It's for a great cause.

To give you an example of what your support can achieve: just R250 provides one child with classroom worm farming and gardening lessons for one year, and just R150 provides a hike for one child!

Earthchild Project works with over 2,000 children from under-resourced communities in Khayelitsha and the Cape Flats. Many of the children have never walked in a forest, stood on top of a mountain or put their feet in a clear water stream. How can we ask children to care for nature if they've never experienced it? In addition, time in nature can be very healing for children growing up in communities with challenges such as unemployment, gangsterism, and drug and alcohol abuse.

You can donate by clicking on this link [{link to your GivenGain campaign page}](#). Any amount you can give would be a great help.

Thanks,

[{Your name}](#)