



Email template – asking supporters for help:

Dear <Personalised>

Our community is stronger together

During this time of great uncertainty, I hope you and your loved ones are keeping safe and well.

Here at <Good Cause>, we first wanted to assure you that we are following the Government advice closely and have measures in place to protect all our staff, volunteers and visitors.

As you can imagine, the current situation is having a dramatic impact on our current fundraising and all indications are that they will fall further. That's why supporting our cause online by joining our weekly lottery is so important to us at this time.

50% of every ticket your purchase in support of <Good Cause> will go directly to us, helping provide us with ongoing funds to continue delivering our services to those who need us most.

Every supporter who buys a ticket will be making a huge difference to us. If you are able to, please join online at <Lottery Website> from just £5 a month. You can also register by calling our support team on <Lottery Phone Number>.

Thank you for your continued support, we are grateful to you for being caring and generous.

Connections and kindness matters. **We're stronger together, even when we're apart.**

With many thanks

<Sign Off>



Email template – thank you:

Dear <Personalised>

Thank you from all of us at <Good Cause>!

We recently spoke about how the current situation was affecting our work and our concern that many people wouldn't be able to receive our vital support without additional funding. We put a call out to our community asking for help.

You came through.

We were overwhelmed by your generosity and support for our cause. During this crisis, you thought of others and were there when we needed you most.

In this time of uncertainty, you have provided comfort to our community and those who need our support. Thank you for your generosity.

We will continue to do all we can to keep our service running during this time, whilst ensuring all our staff and volunteers are keeping safe and well.

Once again, thank you for supporting our cause by playing the lottery. Stay safe and well.

We're stronger together, even when we're apart.

<Sign Off>