

# Walk With A **PURPOSE** to support SNF



## Customizable Email Template

Dear \_\_\_\_\_,

Starting April 15, I will be participating in the School Nutrition Foundation's (SNF) Walk With a Purpose Virtual 5K Run/Walk. I am doing this because I believe in what school nutrition professionals do to feed America's school children. Will you support me?

Every. Single. Day. We/They make a difference in the lives of students and their families. For over a year when schools closed due to COVID-19, we/they worked on the frontline - night and day, in sweltering heat, frigid temperatures and torrential downpours to ensure that children who depend on school meals don't go hungry. SNF helps them feed those kids to maintain their basic daily nutrition and well-being, but we need your support. SNF provides;

- Grants to school districts across the country so more kids can be fed,
- Scholarships to SNA members to continue their education, and
- Education and research so SNA members can stay at the top of their profession.

Please help me support the School Nutrition Foundation by making a donation through my fundraising page. The process is fast, easy and secure. [INSERT LINK TO FUNDRAISING PAGE]

Thanks so much for your support... and please don't forget to send this page to any friends you think might help me reach my goal!

## Customizable Recruitment Email Template

Dear \_\_\_\_\_,

Starting April 15, I will be participating in the School Nutrition Foundation's Walk With a Purpose Virtual 5K Run/Walk. I am doing this because I believe in what school nutrition professionals do to feed America's school children. Will you support me?

Every. Single. Day. We/They make a difference in the lives of students and their families. For over a year when schools closed due to COVID-19, we/they worked on the frontline - night and day, in sweltering heat, frigid temperatures and torrential downpours to ensure that children who depend on school meals don't go hungry. SNF helps them feed those kids to maintain their basic daily nutrition and well-being, but we need your support. SNF provides;

- Grants to school districts across the country so more kids can be fed,
- Scholarships to SNA members to continue their education, and
- Education and research so SNA members can stay at the top of their profession.

Please help me support the School Nutrition Foundation by joining my team! Because this is a virtual event, you can participate from anywhere at a time that works for you. Join me in running or walking 3.1 miles and fundraising to help families stay together and close to the care they need.  
[INSERT LINK TO TEAM PAGE]

Thanks so much for your support... and please spread the word to any friends you think might help me reach my goal!

## **Tips for your emails**

Tie in a story about yourself, a loved one or how this cause personally affects you. The more personal you can get, the better. Start your fundraising campaign by approaching the people closest to you first. These are the people who are most likely to donate. By asking them to give first, you can start moving the bar on your fundraising page before you appeal to your entire social network.

Personalize the email templates above- or write your own email and include the following:

- Why are you fundraising - do you have a personal story or connection to School Nutrition?
- Start with your closest family and friends before opening to your larger network.
- Tell them what you want them to do and what your goal is: "Will you help me reach my goal of \$250 by making a donation?" or "Will you join my team and run or walk?"