

Disaster Best Practices — Sample Fundraising Templates

The e-mail below is an example of initial email communication you can adapt and send out asking for disaster relief funds. To raise the most funds, it is more important to get your message out before competing organizations than it is to have the most information or the longest message.

The call for funds can be sent via a news release to media, posted on your website, sent as an email to members, industry and friends, or even mailed via the post office as a traditional “snail mail” letter if done quickly. See the related sample fundraising calls for more examples of how to ask for funds

Sample Fundraising Template – Email Format

On behalf of [enter country] credit unions, I am writing this appeal for financial contributions to help credit union members in [enter city or region]. Recently, our credit union family in [enter region name] experienced the worst [describe disaster] that area has, in all likelihood, ever seen.

In response to this disaster, credit unions in [enter region of country] are asking for your help. Applications for assistance will be distributed at all credit unions in [enter region of country] and, from all indications, there are many credit union members that have suffered significant losses and will be in need of immediate financial assistance. Any assistance and contributions to enable credit unions in [enter region of country] to come to the aid of credit union members who have been impacted as a result of this disaster are appreciated.

The credit union movement has a strong worldwide history of responding in times of crisis, and we are hopeful that credit unions and friends will again answer the call to help.

Thank you for any contribution to this cause. With your help, our credit union family in [enter region of country] can make a difference to those in need at this difficult time.

[Include instructions on how to donate money.]

Warmest regards,

Name of top official, title

Disaster Best Practices: Fundraising

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