Sample E-mails

*Always tweak email based on specific relationship with the person.* ***I always make it a direct/personal email rather than a blast email.*** *It only take a few extra minutes to copy and paste the email and address it to specific persons (referencing their spouse’s name, referencing your specific relationship history with them, etc.) and I think it makes the outreach much more effective than an email blast – just my personal bias*.

[Email #1 ]

Hey guys,

I am not sure if you have heard of Alexander Youth Network, but I joined their board last year. AYN provides professional inpatient and outpatient treatment to children with serious emotional and behavioral health problems. Many of the children have experienced acute trauma – take a quick moment to imagine the worst thing that can happen to a child, and I guarantee you that some of these children have experienced it. Others come from middle class families but are experiencing significant mental health issues; these families can be left hanging out to dry, as there are major gaps in insurance coverage given the outdated understanding and coverage of mental health in general. I joined the board because I was looking for an organization for which I could truly care deeply, and it has been a great experience.

AYN has an annual fundraising event on Thursday, May 5th at the DoubleTree in SouthParkh. I would love it if you guys could join. [Spouse] and [spouse] are encouraged to attend as well – [my wife] will be there along with several other couples. There will be no hard sell to make a financial donation, and there are also non-financial ways to get involved. For example, [my wife] is a “lunch buddy” and has had the opportunity to develop relationships with a couple of the children which have been really impactful. One of the things I like about AYN is that they are not only looking for money – they sincerely want to develop long-term relationships with people in the community.

Please just let me know if you and/or your better halves might be able to make it,

Jeremy

[Or Email #2]

Dear

The mission of Alexander Youth Network is to provide quality professional treatment to children with serious emotional and behavioral problems. We deliver an effective and efficient array of services, enabling children and their families to exercise self-determination, achieve their potential, and become positive contributors to society.

On Thursday, May 5, 2022, Alexander Youth Network will host their Annual Celebrating Our Kids event to share their inspiring story with leaders in the Charlotte community. As the leader in children’s behavioral and mental health, AYN changes the lives of 6,800 children each year. Of equal importance, we equip families and caregivers with the resources and hope to manage through difficult times. By providing a safe space for children to heal and learn how to trust again, AYN is truly a place where every child can realize their potential.

Please join me to learn more about Alexander Youth Network and to hear some of the life changing stories first-hand from various families, staff and volunteers dedicated to serving children suffering with serious behavioral and emotional challenges. The event is free to attend, though there will be an opportunity to consider a personal contribution during the program.

Attached is a copy of the invitation, and a link to the Alexander Youth Network website and event details are below. I hope you will be able to join me as we share the impact this wonderful organization is having in the Charlotte community and across North Carolina!

Celebrating Our Kids Event

benefiting

Alexander Youth Network

Thursday, May 5, 2022

DoubleTree, SouthPark

5:00pm-7:00pm

[www.alexanderyouthnetwork.org](http://www.alexanderyouthnetwork.org)

All the Best,

Name