Sample Donor Outreach Email

Below is a sample donor outreach email that you can use when preparing to ask for community members' donations:

Subject: I'm running for [Office] – I need your help!

Dear [Name],

I hope you're doing well. I'm reaching out with big news: I have decided to run for [Office] in [Town/City/District]! I'm launching my campaign as an Independent candidate because I believe our community needs fresh leadership dedicated solely to the people, not a party agenda.

As you may know, I've been involved in [mention any relevant community work or your background briefly, e.g. "the local PTA and small business community for years"]. I'm passionate about [key issues, e.g. "improving our schools and increasing government transparency"]. Now I'm taking this passion to the next level by running for office.

This wasn't an easy decision, but with strong community support, I'm confident we can run a campaign that makes us proud and brings positive change to [Community]. That's why I'm writing to you.

I would be honored to have your support from the very start. Running a campaign requires resources for everything from printing flyers to organizing events. Can you contribute $50, $100, or any amount you're comfortable with to help launch my campaign?

Your early donation will go directly toward [printing yard signs, knocking on doors, etc.; give one concrete example]. **You can donate online here: [Donation Link].** Every contribution, no matter the size, brings us one step closer to our goal.

If you're unable to give, I completely understand – your encouragement still means a lot. I also welcome any other support, whether it's volunteering your time or spreading the word to friends.

Thank you for taking the time to read this. I'll keep you updated on our progress. With supporters like you by my side, I truly believe we can win this race and make [Community] even better.

Sincerely,

[Your Name]
Candidate for [Office]
[Campaign Website]
[Facebook/Twitter links]

P.S. Feel free to share this news with neighbors or anyone who might be interested. Early support is crucial for an Independent campaign like ours!

Tips for fundraising emails:

- Personalize the greeting with the recipient's name when possible.
- Keep the tone friendly and optimistic.
- In the first paragraph, clearly state you're running and why. In the middle, include a clear ask with a link that stands out (make the URL or a button visible).
- You might send this email to a broad list (use BCC or an email marketing tool to keep it personal). Always blind-copy recipients if sending a mass email to protect privacy.
- It's wise to follow up a week later with those who didn't respond, in case they missed it (e.g., "Just following up on my email – we're already making progress…"). And of course, reply promptly to anyone who responds with questions or messages of support.