

EMAIL OUTREACH

Email is an incredibly effective fundraising tool, reaching people all over the world with the click of a button. It is a great way to spread the word about your Jackalope Jump participation, and to ask others to join your team or pledge your cause.



Tips & Tricks

- ✦ Make it personal: Share with others why you participate, whether it's because you are jumping for fun or because you love Special Olympics Wyoming.
- ✦ If you've jumped before, share a picture of your previous jump to frozen glory. If it's your first time, share your nerves and excitement!
- ✦ Have fun with it! Make a contest or game out of it - the first person to donate, or the largest donation gets a gift from you!
- ✦ Follow-up. Be sure to say thank you to donors after they make their donation, and again after you take the Plunge. Send them a picture of you jumping with the results from the event.

Sample Text

It's going to frigid! This winter I will be a "Below Zero Hero" to support Special Olympics Wyoming. I will be raising money so I can jump into freezing waters to support Special Olympics Wyoming.

I have set a personal fundraising goal of \$<amount> and I need your help in reaching it. I am hoping you will make a donation to Special Olympics Wyoming on my behalf and support my Jackalope Jump. You can support my Jump several ways. The best and easiest is to visit my personal fundraising page. It can be found online at <personal URL>. You can check this page to see my goal and the pledges raised so far! If you prefer not to donate online, you can also give your donation directly to me, or mail it in to Special Olympics Wyoming at the address below. Please make sure to include my name and which Jackalope Jump with your donation so I receive credit.

Special Olympics Wyoming
239 West 1st Street
Casper, WY 82601

If you can't support my Jump efforts through a donation, why not consider being bold in the cold and join me in jumping? You can join my team online now! To learn more about the Jackalope Jump and Special Olympics Wyoming, visit www.sowy.org/index.php/jackalope-jump