

# EMAIL TEMPLATE FUNDRAISING



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(DO NOT ATTACH THIS PDF TO THE EMAIL)

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**Subject Line: Please support me in the CAMH Sunrise Challenge!**

Dear Friends, Family and Colleagues,

I am participating in the **CAMH Sunrise Challenge™** because the world is facing a mental health crisis.

I will be rising with the sun for five days, from May 27 to 31, 2024, and raising funds to support CAMH and its work to solve the most complex issues in mental health. As a world leader in groundbreaking mental health research, CAMH will keep rising until no one with mental illness is left behind.

Please consider donating to my campaign. To donate, click the link to my page at the bottom of this message.

Thank you so much for your support. Your donation will fuel research breakthroughs, accelerate the pace of discovery and show people with mental illness they're not alone.

Sincerely,

**[INSERT YOUR NAME + LINK TO PAGE HERE]**

P.S. You can also join me in this challenge! During the Sunrise Challenge week, participants will wake up early every morning and share their Sunrise Moments using the hashtag #CAMHSunriseChallenge. Learn more and register at [sunrisechallenge.ca](https://sunrisechallenge.ca).