Email template 1: My challenge

STEP 1.

Choose your subject line to reel them in:

**Can you help make my kilometres count?**

**or**

**I’m taking on MyMarathon this October**

STEP 2.

Copy and paste this text to win them over:

Hi [insert name here],

As you may know, I’ve taken on the MyMarathon challenge – aiming to complete 42.2 km in October to raise money to fight the single biggest killer of Australians – heart disease.

It’s going to be a real challenge, but you can help me go the distance this October by donating to my page. Each donation makes every kilometre I complete count.

It’s really quick and easy to donate using my fundraising page [insert ­your fundraising page link here].

42.2 km is not going to be easy but any donations will help keep me going all the way to the finish line. Thanks in advance for your support and helping to make MyMarathon count.

Thank you,

[Insert your name here]

[www.mymarathon.com.au](http://www.mymarathon.com.au)

