Instructions: Use this template to help form the body of an email for inviting sponsors to participate in your event. Simply fill in your information in the [brackets] and add anything else important about your event that you think people would like to know e.g., a personal connection to the cause.

Please make sure you remember to delete the brackets before sending and change the text back to all black.

[insert date]

Dear [insert name of person or business],

[Insert organisation/your name] will be holding a [insert fundraising event] to raise money for Barnardos Australia on [insert date of event].

Our goal is to raise $XXX for Australia’s most vulnerable children, through [insert information about your fundraising activity].

At Barnardos Australia, children have been and always are at the centre of everything they do. Their vision is to empower every child in Australia to have the opportunity to reach their full potential. They do this by helping children and young people who have experienced trauma, to recover and thrive. Barnardos hopes to end child abuse and neglect by supporting families to keep children and young people safe at home. The money we raise will go towards providing high quality safety and prevention services that will support long-term sustainable, generational change for children, young people, and their families.

We are wondering if you would consider sponsoring our fundraising activities so that together we can make a life-changing difference. We would be extremely appreciative of your help in our fundraising efforts and would love to put your logo or business name across our [invitation, posters, social media posts] as a show of your support.

We have chosen to support Barnardos Australia because [insert reason for support]. We are very passionate about the work that Barnardos does, and we want to give back so that they can continue to ensure every vulnerable child has the chance to reach their brightest future.

If you would like to support us with our fundraising efforts for Barnardos Australia, please contact [insert name] on [phone number] or [email address].

Kindest regards,

[insert organisation/your name]