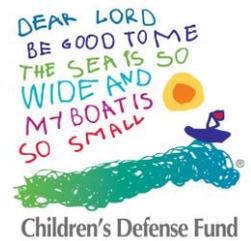


#RoadToFreedom Toolkit



Email Components:

1. Social Media memes
2. Announcement Email
3. Follow-Up Reminder Email
4. Progress Email
5. Miracle Moment Email
6. Final Countdown Email
7. We Did It! Email
 - a. Version 1—Met goal
 - b. Version 2—Did not meet goal
8. Thank You Email (General thank you email in response to a donation)



[ANNOUNCEMENT EMAIL]

From: Name XXX
To: Mrs. Sample
Subject: Join Me on the Road to Freedom

Dear [Mrs. Sample],

I'm starting a very exciting journey ... and I want you to join me!

You already know about my passion for helping at-risk girls and boys with the Children's Defense Fund (CDF). Well, for the next [six/eight] weeks, I've committed to raise \$[Goal Amount] to help support the CDF Freedom Schools® program. We're calling it the [#RoadToFreedom campaign](#).

You can learn more about Freedom Schools on [my fundraising page](#). But in a nutshell, they offer summer and after-school reading programs, books, mentoring, and other tools — all at no cost to children ages 5-18 — and all to change the odds for American children and help them reach their potential.

Please take a minute to check out my page. While you're there, please [join me on this journey by making a donation](#). Every dollar you share helps pave a child's way to literacy, leadership, and social advocacy.

I hope I can count on your support!

Sincerely,

[Signer's Name]

P.S.

With summer here and a new school year around the corner, time is critical. Please visit my fundraising page today to [help a child](#) on their #RoadToFreedom. Thanks!

[FOLLOW-UP REMINDER EMAIL]

From: Name XXX
To: Mrs. Sample
Subject: The Road to Freedom Awaits ...

Dear [Mrs. Sample],

Just wanted to make sure you saw my previous invitation to help me [help at-risk children](#) on their road to literacy, leadership, and social advocacy.

This summer, I've committed to raise \$[Goal Amount] to help support the Children's Defense Fund Freedom Schools® program. We're calling it the [#RoadToFreedom campaign](#).

If you already contributed to [my fundraising page](#) and your donation crossed this email in cyberspace, please accept my deepest thanks. Your gift will help reach vulnerable children with ...

- Summer and after-school reading programs
- Books
- Mentoring
- Nutritious meals
- And much more!

If you haven't had a chance to visit my fundraising page yet, [check it out here](#). And if you can, please make a [donation](#) today. The Freedom Schools programs — which are offered *free* to at-risk children — help children rise above their circumstances and succeed in life. But they can't do it alone. Your support today will help ensure each child can beat the odds and reach their potential.

Thank you for joining with me on this important journey!

Sincerely,

[Signer's Name]

P.S.

With summer here and a new school year around the corner, time is critical. Please visit my fundraising page today to [help a child](#) on their #RoadToFreedom. Thanks!

[PROGRESS EMAIL]

From: NameXXX

To: Mrs. Sample

Subject: Check My Progress on the Road to Freedom

Dear [Mrs. Sample],

Wanted to give you a quick update ...

Thanks to the friends and loved ones who have generously supported my [#RoadToFreedom](#) efforts, I've raised \$[XXX] so far to support the Children's Defense Fund Freedom Schools® program. I am truly grateful!

Ultimately, my goal is to reach \$[Goal Amount] by [Month/Day]. So I still have a ways to go. But because good people like you have got my back, I'm confident I'll get there.

The rewards for at-risk children are huge! Every dollar raised helps [pave the way for a child](#) to achieve greater literacy, leadership, and social advocacy. Your gift today of ...

\$400 provides [XXX].

\$250 is enough for [XXX].

\$100 means [XXX].

\$50 provides [XXX].

\$25 reaches children with [XXX].

I can't think of a better way to invest in our collective future. Please visit my fundraising page for [updates, photos, and more](#). And, of course, donations are always welcome.

Thank you!

Sincerely,

[Signer's Name]

[MIRACLE MOMENT UPDATE — This is a template you can customize by adding their own story.]

From: Name XXX

To: Mrs. Sample

Subject: Enjoy this Miracle Moment ...

Dear [Mrs. Sample],

I call them “miracle moments” — those times when a child is deeply impacted through the work of the Children’s Defense Fund Freedom Schools® program . . . and caring people like you. Here’s one miracle moment I just have to share ...

[Box—This will be the area in which you can plug in your own story.]

Your support makes miracle moments like this happen. Please visit my personal fundraising page [for updates, photos, and more](#). And, of course, donations are always welcome.

Thank you!

Sincerely,

[Signer’s Name]

[FINAL COUNTDOWN EMAIL]

From: Name XXX
To: Mrs. Sample
Subject: Final Stretch of the Road to Freedom

Dear [Mrs. Sample],

In these final days of the #RoadToFreedom campaign, I still need to raise \$[Amount Needed] to reach my \$[Goal Amount] goal.

Can I count on you to help [push me over the top](#)?

Here's how you can help:

\$400 provides [XXX].

\$250 is enough for [XXX].

\$100 means [XXX].

\$50 provides [XXX].

\$25 reaches children with [XXX].

I've seen firsthand the life-changing impact the Children's Defense Fund Freedom Schools® program can have on vulnerable girls and boys. Your gift today will go a long way to reach these children with life-building tools that will [help them realize their full potential](#).

Please take a moment to [give now](#) on my fundraising page. Together, we will help deserving children become strong, literate, empowered citizens who will change our world for the better!

Sincerely,

[Signer's Name]

[WE DID IT EMAIL] – Version 1- Met the goal

From: Name XXX

To: Mrs. Sample

Subject: Thank You, Thank You, Thank You!

Dear Mrs. Sample,

You made it happen!

Your generous support helped me reach my #RoadToFreedom fundraising goal of \$[Goal Amount]. And that's great news for children who participate in the Children's Defense Fund Freedom Schools[®] program. These much-needed funds are already at work providing:

- Proven reading & literacy programs
- Books for home libraries
- Mentoring
- Nutritious meals
- And so much more!

Ultimately, your support is empowering at-risk children to grow in confidence, discover their potential, and become strong, literate citizens who are ready to make their mark on the world.

Thank you so much for supporting me on this journey and getting behind such a wonderful cause. You are truly a change agent for good!

Sincerely,

[Signer's Name]

[Version 2— Did not meet your goal]

From: Name XXX

To: Mrs. Sample

Subject: Thank You, Thank You, Thank You!

Dear Mrs. Sample,

Thanks again for generously supporting me in my #RoadToFreedom fundraising efforts!

With your help I was able to raise \$[Amount Raised]. And that's great news for children who participate in the CDF's Freedom Schools® program. These much-needed funds are already at work providing:

- Proven reading & literacy programs
- Books for home libraries
- Mentoring
- Nutritious meals
- And so much more!

Ultimately, your support is empowering at-risk children to grow in confidence, discover their potential, and become strong, literate citizens who are ready to make their mark on the world.

Thank you so much for supporting me on this journey and getting behind such a wonderful cause. You are truly a change agent for good!

Sincerely,

[Signer's Name]

[THANK YOU EMAIL—General thank you email in response to a donation]

From: Name XXX
To: Mrs. Sample [Donor Name]
Subject: Thank You!

Dear [Mrs. Sample],

You are awesome!

Thank you so much for your generous \$[XX] donation to my #RoadToFreedom page. Your support means the world to me because I know what it will mean for children in the Children’s Defense Fund Freedom Schools® program.

With your gift, you are improving the odds for at-risk children in America. That’s because you are empowering them through proven reading and literacy programs, books, mentoring, nutritious meals, and other critical tools to help them thrive.

What a great way to invest in their future — and in yours and mine too. Thanks again for your support and for making a difference!

Sincerely,

[Signer’s Name]

P.S.

Because you share my passion for helping these children, consider creating your own fundraising page. Helping to lead the charge is extremely rewarding. Just go to the [#RoadToFreedom campaign](#) and follow the “Become a Fundraiser” prompt . . . and you’ll be on your way to helping children on their journey to literacy, leadership, and social advocacy.