

Even if you don't use email all the time, it's heavily used by parents and relatives (also known as donors)!

Things to keep in mind

- **Don't send a mass email.** Take the time to make it personal.
- **Take the time to craft a story.** Provide details, and be enthusiastic! This will help donors connect with you and the work that you're doing.
- **Always include the link to your club's fundraising page.**
- **Don't be afraid to email more than once.** Give your audience an update. Share your progress: something you learned, a team milestone, or a competition you attended.
- **Promise to keep in touch ... and do it!** Your supporters like to know what you're up to (and what you're doing with their money!).

Example email

The Nanobots Need Your Help Getting to Regionals

To: EdnaJackson@hotmail.com | Cc Bcc

The Nanobots Need Your Help Getting to Regionals

Dear [Aunt Edna],

I'm writing today to ask for your support of my high school robotics team, the [Nanobots].

When I joined the [Nanobots] last year, I didn't know what I was getting into. I thought I was simply joining a club where I could learn some programming and bolster my college apps. What I found was so much more.

The [Nanobots] are a close-knit team led by our amazing advisor, [Mr. Daman]. Our team falls under the FIRST Robotics program, which helps young people (like me!) become STEM leaders. Our team has 3 mentors that teach us invaluable tech skills. With their guidance, I help design the robot and build it from scratch.

In addition to learning how to build and program, the [Nanobots] help me develop really important life skills. Last year I was on the business sub-team. I went into corporate offices and pitched to them. This helped me develop self-confidence and communication skills, and this year I became the business sub-team captain.

Right now our team is struggling with our fundraising. This team has done so much for me, and I really want to keep participating this year. Would you please consider making a small, tax-deductible donation to our team? Every little bit counts. [Here is the link: \[https://highschoolhigh.ed.co/nanobots \]](https://highschoolhigh.ed.co/nanobots)

Thank you so much for your help, [Aunt Edna]. If you have friends or coworkers who you think might be interested in helping me out, please send forward the link!

I'll keep you updated on how the Nanobots are doing!

- [Suzy]

PS – Attached is a picture of our team working in the lab.