

# Email Template – Organization Fundraising for Lapsed Donors

Dear **Insert Name**,

My name is **Insert your name** with OwlThon at Florida Atlantic University, and I am reaching out to you because I saw that you donated **donation amount** to **Last year's donation recipient** but have not yet had a chance to donate to OwlThon this year. In 2017, we were able to raise a record-breaking \$242,718.17 and could not have done it without the support of individuals like you. As one of 26 teams on campus, you've helped **student organization** achieve its goals to raise funds and awareness for the kids being treated by Children's Miracle Network Hospitals—many of which live here locally in the West Palm Beach market!

Last year, your donation helped to fund UF Health Shands Children's Hospital's Pediatric Intensive Care Unit through the purchase of new Vein Illuminators and Ultrasound Machines. Additionally, your charitable contribution helped in granting thousands of dollars toward transformational research projects to help cure debilitating illnesses.

This year, we are looking to do even more For The Kids, and we need your help! As a student body, OwlThon at Florida Atlantic University is working together to make an impact on the kids treated by UF Health Shands Children's Hospital. **Would you be willing to support us again this year, in honor of Last year's donation recipient? All funds raised are tax-deductible and will go directly to the areas of most immediate need at our local Children's Miracle Network Hospital.**

Below is the link to donate to my OwlThon personal fundraising page. Every dollar counts, and I appreciate your continued support of our fight against childhood illness and disease. Together, we can Be Bold for our hospital's tiniest patients.

**Insert fundraising link**

**Your Name**



