

## EMAIL TO LAPSED DONOR

Hi Nat,

Hope you and the family had a wonderful Thanksgiving break and this email finds you all well.

This time last year we were so lucky to have **your support of \$1500**, which funded our operating costs in our Yangon workshop for a month. Your month of support allowed us to provide salaries for 2 women, make 450 bars of soap and teach hygiene classes to an orphanage in Yangon and a school for refugee children in Mandalay. See more about our total impact this year in the attached graphic.

Today is Giving Tuesday...which means it's our biggest campaign of the year. We are raising funds to build a new center in Pune, India, which will be producing 100,000 bars of recycled soap and in the process also be giving 7 women like Yogita fair wage jobs. Plus, we've found 2 foundations to sponsor us with **matching donations up to \$11,000 (from Nov 29 - Dec 6)** so there's never been a better - or more meaningful time to donate.

**Would you be willing to match your donation of \$1500 this year?** We would love to use your donation either to:

~ Sponsor initial renovation of our Pune workshop, including new furniture, a new staircase + pulley system for transporting soap, soap machine fixing, new wall painting and having your company name/name donated to on the wall of our workshop through a personalized plaque.

or

~ Sponsor a woman in a workshop for a 6 month period (location options of Mumbai, Ashte or Pune, opening in early 2017 - location is decided by donor). Each woman receives fair wages, paid time off, bonuses for child care or health care for family members. Also includes 2 weeks of hygiene education, personal speaking and leadership training for each woman in 2017. You'll receive regular updates of each of the women you sponsor too.

Please let me know if you have any questions on this or prefer to speak over the phone. We would love to have your continued support!

Thank you Nat,

Erin

## EMAIL TO DONOR WORKING AT A COMPANY THAT HAS A MATCH

Dear Marisa,

I hope this email finds you well. My name is Emma and I am an intern at Sundara. I wanted to thank you for donating \$350 to our campaign last month. Because of your support we were able to raise over \$80,000 to support families and hospitals across India, and we will continue to do this work throughout this pandemic.

I wanted to check in to see if there's any chance you'd be willing to submit your recent donation for our fundraiser for India relief for a company match through **Goldman Sachs**? They will match your donation 1:1, doubling your donation to this cause. We would be incredibly grateful for your help with this.

More information about employee matching program can be found here:

<https://www.goldmansachs.com/citizenship/goldman-sachs-gives/> or feel free to contact any of the Goldman Sachs members on our board! Let me know if this is something you'd be interested in and if there's anything you need on my end (official tax receipt, etc.)

Thank you for your consideration and again for your incredibly generous donation to Sundara. We wouldn't be able to do this work without support from donors like you.

Go bears!

Emma

## EMAIL TO ONE TIME DONOR TO CONVERT TO MONTHLY DONOR

Dear Samantha,

This week only, **all new recurring donations for Sundara will be matched at 200% by our partner Global Giving**. This incredible partnership comes at a perfect time for us: we are growing and expanding our emergency relief efforts to 4 other states in India, with a goal of reaching 100,000 people by the end of the year.

In December, you generously gave \$180 towards our COVID relief program in India. We still need 17 monthly donors to sign up this year.

Can we count on you to be one of them? Donate {HERE}

**OR**

Dear Erin,

Today we celebrate women everywhere. What better day to take your earlier support and pledge a monthly donation to support Priyam than today, on International Women's Day? We will directly invest your donation into the life of a woman as she works to end poverty for herself and her family.

**"Mothers are the backbone of the world. When we invest in women, it's as if the world stands straighter: her children are well, her communities thrive, and positive change multiplies. To empower a woman is to improve a community in the most direct way possible." —Michaela Cisney, Priyam Global founder**

Take your past donation and amplify it for a monthly investment of:

**\$15 / month - essential transportation for a mother & child for a year**

**\$25 / month - sewing and tailoring training for 2 women for a year**

**\$35 / month - one woman's salary and medical fund for a year**

### **DONATE HERE**

Did you know? Over \$13,000 of our annual budget is covered by the consistent giving of monthly investors, allowing us to focus more of our time and energy on actually supporting the women in our program rather than on fundraising.

Set up a monthly donation of less than \$25 and we'll send you a handwritten thank you note. Set up a monthly donation today of \$25 or more and you'll get one of our natural, fragrant sandalwood bracelets.













