



## Kickoff for Canines Team Fundraising Email Templates

### How to Fundraise with Email

While most teams use social media to reach their network, some opt to email their community. Emailing your network is a great way to educate others about the [Dog Aging Institute](#) and the work being done to support canine aging research, make direct asks for donations, and provide easy, one-click access to your fundraising page.

**We have written email templates to use in your fundraising efforts. Please customize where there are yellow highlights to share why you are helping to raise money for the Dog Aging Institute and what their donation can mean for helping canine companions live longer, healthier lives!**

### Building a Contact List

People to think about contacting include, friends, family, colleagues, neighbors, community leaders, fellow volunteers, fitness or activity buddies, former classmates, sorority sisters or fraternity brothers, and of course, acquaintances at the dog park, dog-friendly breweries and coffee shops, and attendees at dog-related festivals, events, and runs. If they care about or have a dog, they may be interested in knowing how they can support work being done to help dogs live longer lives!

You can also ask your friends and family to forward your emails to people they know asking them to support your team and efforts to raise money for this important initiative.

### Team Email Templates

Copy the templates below to fundraise via email for your Kickoff for Canines team campaign. Use these as a starting point, but customize with your story about why you support the Institute and want to contribute to our knowledge about canine health and aging. Also, feel free to create your own emails since they care most about why you want to do this.

# Individual email team template

**Subject: Want to help our canine companions live longer lives?**

Hi friends & family!

As we head into September, there will be lots of kickoffs - football games, back to school events, and Fall festivals. But that's not all - the [Dog Aging Institute](#), a new nonprofit is holding a [Kickoff for Canines Campaign](#) to raise money in support of important research initiatives to better understand how we can help dogs live healthier, longer lives! Anyone who has ever loved and lost a dog knows all too well that they aren't with us long enough. The important research supported by the Institute will benefit future generations of dogs, and you can be part of making that happen. In addition, what they learn will also help us better understand human aging too.

I am supporting the Institute's work by participating in the **Kickoff for Canines Campaign** with a goal of raising \$xxx. I am asking my friends and family to please consider making a donation to my team, [team name], to benefit this important work. The reason I am doing this is *[Write a personal statement about your WHY. Is there a dog you love and lost you are doing it in honor or, or do you just care about dogs and want them to live their healthiest lives? This will help your friends and family understand why this cause is important to you.]*

The Dog Aging Institute was started by the same founders as the [Dog Aging Project](#), a longitudinal, observational research study investigating canine companion health and aging. Money raised by the Institute will support the work of the Dog Aging Project, along with other initiatives that explore canine aging. Since the Institute started at the end of 2023, they have raised over \$600,000 which is already being used to support and sustain the research activities of the Dog Aging Project to ensure these initiatives continue into the future.

There are a few ways you can support my **Kickoff for Canines team**:

1. Forward this email and/or share my social media posts with a link to my team fundraising page.
2. Donate to my team (no amount is too small!). Go to my [team page](#) and click on my name under team members, or go to the [Kickoff for Canines home page](#), select donate, and find my team name in the dropdown menu.
3. Set up your own team and raise money for this great cause! Go to the [Kickoff for Canines home page](#) and scroll down to "Start A Team".

As an unknown person once said, "If the kindest souls were rewarded with the longest lives, dogs would outlive us all." Your donation can help scientists understand how we can be together with our companions longer - a win for all of us!

Thank you!

[Your name]

# Business Team email to employees announcing the Kickoff fundraiser

**Subject: Want to help our canine companions live longer lives?**

Hello everyone,

**[Organization name]** is pleased to announce that we are participating in the Dog Aging Institute's [Kickoff for Canines fundraising event](#), from September 16 through December 31, 2024. As a company who has dog health at our core, we understand the importance of learning more about how we can help our canine companions live longer, healthier lives, and scientific studies and initiatives are important to that work. The Dog Aging Institute is a new 501(c)(3) nonprofit with a goal of raising funds to support innovative studies focused on canine aging, which includes initiatives like the [Dog Aging Project](#). The research supported by the Institute will benefit future generations of dogs, and **[organization name]** wants to support the Institute to ensure the work continues into the future.

**[Include any information about why your organization supports this cause, your goal, internal contests, etc.].**

You can support this fundraiser by doing the following:

- Donate to **[Organization name]** team page (no amount is too small). Funds will be used to support canine health and aging initiatives.
- Share **[organization's name]** fundraising page on social media posts with a comment about why you feel this is an important cause, and encourage your friends and family to donate. They can give credit to you by selecting your name under the **[organization name]** team member section after you join the team.

As an unknown person once said, "If the kindest souls were rewarded with the longest lives, dogs would outlive us all." Your donation can help scientists understand how we can be together with our companions longer - a win for all of us!

Thank you!

**[Your name]**