

Subject line: Help me run 13.1 miles in [x#} weeks!

Body: [Recipient's name],

You probably already know that on April 28 – just [x #] weeks from now – I'll be running [or walking] the Country Music 1/2 Marathon with Team New Hope Academy as part of *Powered by Hope*. I've been training hard and I'm ready to go!

We are a team on a mission to turn racial division, class segregation, and spiritual poverty into community, possibility, and vision through the work of New Hope Academy in Franklin, Tennessee.

I need your help to reach my \$1,000 fundraising goal. Will you be one of the 26 people to donate 39 each?

Click here to donate \$39 now: [insert the link to your FirstGiving.com page]

With gratitude,

[Insert your first name]

P.S. To mail a donation:

- 1.) Make check out to "New Hope Academy".
- 2.) Put "[your name]" and "Powered by Hope in the memo line so I'll get credit for your donation.
- 3.) Mail to: New Hope Academy, 1820 Downs Blvd., Franklin, TN 37064