Recruitment email template:

Hello X,

I wanted to let you know about a really fun event happening in Claremont on May 3: the 19th annual Steppin’ Up to End Violence 5K Walk / Fun Run. Each year hundreds of community members, including families and local businesses, join together to support people who have been affected by domestic violence, relationship abuse, sexual assault, and stalking by walking a 5K around downtown Claremont. Steppin’ Up also helps raise funds for violence prevention education in Sullivan County, New Hampshire.

I am planning to walk in the event and would love to have you join my team, the XX! Because I know you care about our community and want to help each and every one of us stay safe, I’m hoping you will participate too. Can you join us?

My goal is to raise $XXX, which will help pay for youth-based violence prevention programs in schools in X (town) in 2025. I’m reaching out to X people to help. Will you be one? If you don’t think you can walk on May 3, you can also donate to the team and participate virtually. You will still be part of the fun. I’m attaching a copy of the event brochure so you can read more about it. You can also check it out at: <https://turningpointsnetwork.org/steppin-up/>

This year, the Jack and Dorothy Byrne Foundation has also pledged $50,000 as a matching grant if we meet our goal of $110,000. You can help us earn that match!

Please let me know as soon as possible [so I can xxx ensure we have enough t-shirts for everyone]. You are welcome to bring a friend, bring your kids, or even your dog (as long they are good with crowds and on a leash).

Steppin’ Up is a blast and a great way to show support for survivors. I hope I will see you on May 3rd.

Best,

XX

XX, team captain