



Sample Fundraising Email

(to be cut and pasted into the body of an email and sent to contacts)

Hi **(insert name)**,

I'm supporting the Highway of Heroes Living Tribute. Through a partnership with my Rotary Club, I'm working hard to raise funds to support this living, breathing memorial which has a threefold benefit: to honour our military, cool the environment and beautify the most travelled highway in North America.

The Highway of Heroes Living Tribute has a goal to plant 2 million trees along the 401 Highway of Heroes, a tribute to the men and women who fought for Canada in our wars, and a living memorial to the 117,000 who died for freedom.

I support the Highway of Heroes Living Tribute in honour of **(insert Veteran name here)** who **served/fought** in **(insert war or service information here)**. **(Insert personal story of why you are supporting HoHLT or who you are honouring by supporting the campaign here.)**

Please consider making a donation in support of the Highway of Heroes Living Tribute **today**.

[Click here to donate](#)

Thanks for your support,

(Your name here)

P.S.

By making your donation through the Rotary link above, you can double your impact and get 2 'Hero Trees' for the price of 1 – Be sure to select **(enter Club name here)** from the drop-down menu when checking out!

www.HOHTribute.ca

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Charitable Registration #: 87456 0303 RR001 | Operating under Ontario Horticultural Trades Foundation, Highway of Heroes Fund

www.HOHTribute.ca