

EMAIL: Recruit Donors

SUBJECT:

Help Me Send Kids to School!

MESSAGE:

Project Lucas is proud to present the first Project Lucas Fitness Challenge. I have accepted the challenge and will be working with my team members to exercise, run, cycle, or walk at least 2.4 miles on May 14-16 2021! I have set my own personal goal to [insert type of exercise] for [insert number of miles] miles.

Every \$20 I raise will supply a backpack for a child in need in Kenya. Each backpack will guarantee that a child will attend school for 2 years and they and their family will hear the gospel. School is free in Kenya, but there are many children who cannot afford school supplies, which means they are unable to attend.

I am hoping to raise [insert fundraising goal]

But this challenge is about more than raising money – it's also about raising awareness for underprivileged children in Kenya. Project Lucas is an organization that shares the gospel with impoverished Kenyan children while equipping them to escape poverty. By meeting needs, giving access to education, and investing in their communities, they're able to help change the world one child at a time. Check out their website at projectlucas.org to learn more.

That's why I took on this exercise challenge, and I would love your support! You can donate to my campaign on my personal fundraising page at [insert fundraising page URL] and share my page with your friends and family to help me spread awareness.

If you need help making a gift or have any questions, please feel free to contact Scott at Project Lucas at info@projectlucas.org. Thank you for your support of me and Project Lucas.

Sincerely,

[Insert Name]

P.S. Here is link to some amazing stories about the impact that the backpacks have made:
projectlucas.org/stories