

# SHOWER STRIKE

## FUNDRAISING - EMAIL TEMPLATES

### **Recruitment Email:**

*Recruit your friends, family, and coworkers to go on strike with you! You can create a team or compete against each other.*

**Subject:** I'm going on Shower Strike! Will you join me?

Hi {Friend's Name},

I've joined Well Aware's 2023 Shower Strike campaign! This is the week every year that advocates from around the world will unite to Skip Showers, Walk for Water, Fundraise, and raise awareness for Well Aware's clean water projects in East Africa. I'm so excited for my role in this campaign to raise money for Well Aware's life-changing projects in East Africa that will provide clean water for decades to those in need.

**Will you consider joining me?** Shower Strike is all about bringing awareness to clean water access, so you can still participate and shower, or do a Water Walk!

While Shower Strike is quirky and fun, something to keep in mind is every \$15 raised provides clean water to one person for decades. That \$15 can mean the difference in one young girl finishing school, or an entire family being able to stay healthy with clean water. Either way, you're making an impact.

I hope you'll join me and please let me know if you have any questions. You can learn more about Well Aware [HERE](#) and register for Shower Strike [HERE](#).

Sincerely,  
{Your Name}

## **Solicitation Email #1: Skipping Showers**

*Once you start fundraising, ask your friends, family, coworkers, and social media connections to donate towards your goal!*

**Subject:** I Stink, Please Help!

Hi {Friend's Name},

Well Aware's annual fundraiser, Shower Strike, is more than just a regular fundraiser to me. This is the time of year that I can dedicate to raising funds and awareness to help Well Aware scale their projects in East Africa, ultimately changing countless lives for decades to come.

Will you support my efforts by making a donation towards my campaign? I have committed to NOT taking a shower until I've reached my fundraising goal!

This is your chance to be a part in providing clean water to Well Aware's partner communities and helping me hit my goal sooner rather than later! Every \$15 donated gives 1 person clean water FOR LIFE!

Thank you in advance for all your support!

{Your Name}

(be sure to include your personal Shower Strike link)

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## **Solicitation Email #2: Walking for Water**

**Subject:** I'm Walking for Water. Will you help me?

Dear {Friend's Name},

I'm participating in Well Aware's Shower Strike campaign. Each day, I've committed to walking {insert distance if applicable} with {insert water amount if applicable} until I reach my fundraising goal. In places experiencing water scarcity in East Africa, women and girls

walk on average 3.7 miles each day to collect water for their families. For this week, I'm putting myself in their shoes to raise funds for Well Aware's clean water projects.

This experience is very important to me. I'm involved in this initiative because {insert reason for participation}. Will you help me reach my goal? This is your chance to be a part of providing clean water to Well Aware's partner communities! Every \$15 donated gives 1 person clean water FOR LIFE!

You can make a donation here: [{insert personal donation link}](#)

Thank you so much for your support!

Gratefully,  
{Your Name}

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### **Solicitation Email #3: Just fundraising**

**Subject:** I'm fundraising for clean water. Will you help me?

Hi {Friend's Name},

Did you know that 60% of water projects in Africa fail? But, organizations like Well Aware are doing things right. All of their water projects over the past 13 years are still 100% functional to this day.

I've committed to raising {\$X} and I need your help! I've only raised {X%}, and every \$15 donated gives 1 person clean water FOR LIFE.

If you can, please make a donation here: [{insert personal donation link}](#). Together, we can create a world where every human has access to the basic right of clean water.

With gratitude,  
{Your Name}

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## **Solicitation Email #4**

**Subject:** You Can Help Me Change Lives

Hi {Friend's Name},

Did you know that 60% of existing water wells in East Africa do not work? But, organizations like Well Aware are doing things right. All of their water projects over the past 13 years are still 100% functional to this day.

I'm on Shower Strike until I raise {\$X} and I need your help! I've only raised {X%}, and even though Shower Strike is getting rough (and stinky), I'm sticking to it because what's missing a week of showers when there are so many people who don't have access to clean water to drink?

If you can, please make a donation here: [{insert personal donation link}](#). Together, we have the power to help create a world where water is readily accessible to all. Thank you in advance for your support!

With gratitude,  
{Your Name}

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## **Solicitation Email #5:**

**Subject:** The easiest way to change lives!

Hi {Friend's Name},

As you might know, I'm currently fundraising for an international nonprofit called Well Aware. Based in Austin Texas, they build 100% successful wells and water systems in East Africa. I first got involved in Well Aware because {insert your personal reason why}.

Well Aware's annual Shower Strike campaign is more than just a yearly fundraising event for me. It is an opportunity to help change lives by providing sustainable water systems in East Africa. My fundraising will provide clean water that women and children will not have

to walk for, giving them the time to continue their education and find work to support their families.

If you have the capacity to do so, I'm asking you to support me- and Well Aware- during my Shower Strike campaign because I believe it is one of the most cost effective ways to make a difference in the world: For a \$15 donation, Well Aware is able to provide clean water to one individual for life.

Thank you so much for your support, and being in my community. Please consider supporting me and making a tax deductible donation to Well Aware by going to my page here: [{insert personal donation link}](#)

Thank you for all of your support!

Gratefully,  
{Your Name}

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## **Solicitation Email #6:**

**Subject:** Help me change lives!

Dear {Friend's Name},

I am currently a participant in an incredible fundraiser called Shower Strike. Yes, it's exactly what it sounds like! Just like me, people from all over the world have set a fundraising goal and are not showering until they have reached that goal.

Each year, this fundraiser is hosted by the Austin-based nonprofit, Well Aware. For the past 13 years, Well Aware has been dedicated to partnering with communities in East Africa to build sustainable clean water systems. To date, they have implemented over 114 projects, and have maintained a 100% success rate-- almost unheard of in the industry!

I am committed to helping Well Aware scale more of their projects to communities lacking clean water, but I need your help. Will you help me reach my fundraising goal of {\$X}?

Every penny raised during Shower Strike is going toward Well Aware's projects, so you are directly contributing to an East African community's growth and future prosperity.

You can make a donation here: [{insert personal donation link}](#)

Gratefully,  
{Your Name}