**Date**

Dear **Recipient Name**,

I hope all is well! I’m currently volunteering for The Borgen Project. If you’re not familiar with the nonprofit, I highly encourage you to spend time at [borgenproject.uk](https://www.borgenproject.uk/) and [borgenproject.org](https://www.borgenproject.uk/). The Borgen Project fights to end global povertyby building nonpartisan support for life-saving initiatives where they’re needed most.

Today, I’m writing to ask you to contribute to my fundraising campaign. As an advocacy organisation, donations to The Borgen Project go towards public awareness campaigns that teach individuals to take action and effectively amplify the voices of the world's poor.

We’re all more interconnected than we think, and the UK is in the best position to alleviate inequalities worldwide. The Borgen Project works to create systemic change. Your gift aids in building a strong network of volunteers that help shape UK foreign policy around reducing global poverty. Foreign aid spending is targeted at improving the lives of people around the world. This includes tackling global diseases, humanitarian assistance, eliminating poverty, reducing the impact of changing weather patterns, and making progress towards the United Nations’ Sustainable Development Goals. Additionally, these global investments also help to create UK jobs and protect our national security interests.

I am reaching out to important people in my life that support me and I hope you will consider joining me in this fight for poverty-reduction efforts. You can join me in any of the following ways:

* Donate. [INSERT YOUR FUNDRAISING PAGE URL] It’s quick, simple and you get to take part in fighting poverty! On average, every £1 donated to The Borgen Project helps build support for key poverty-reduction bills that benefit 92 lives. Please input – [YOUR FIRST AND LAST NAME] – in the ‘On Behalf Of’ field so that your donation counts towards my goal of raising £[YOUR FUNDRAISING GOAL].
* Mobilise. I really want to multiply my impact. Even if you reach out to a few people and find two individuals to contribute, that would help immensely!
* You can also consider joining The Borgen Project's Giving Circle. This treasured community of monthly donors helps the organisation continue to grow steadily in order to reach as many people around the world as possible. Giving monthly will also allow you to spread the financial impact of your giving across the entire year, making it much more manageable for your budget.

I believe in a world in which no person should live in extreme poverty, and that is why I am so grateful to spread awareness about this cause. Anything you can do to help would be greatly appreciated!

Sincerely,

**Your Name Here**

[borgenproject.org](https://www.borgenproject.uk/)