

**HERO100 MASS EMAIL COMMUNICATION TEMPLATES**

Dear HERO100 Marathoner-

Below are several email copy options for you to choose from when communicating with your potential donors announcing your participation in a HERO100 Golf Marathon. Just cut and paste the best one that you think will resonate with your audience. Also, we have included imagery you may use to support your email. Again, simply cut and paste these images into your email blast platform. Please make sure that the hyperlinks are active.

For additional HERO100 assets, please visit [www.foldsofhonor.org/eventresources](http://www.foldsofhonor.org/eventresources)

Thank you so much for supporting Folds of Honor!

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| **FOUR EMAIL OPTIONS TO CHOOSE FROM:** |
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**EMAIL OPTION 1:**

Since 2007, Folds of Honor has carried forth this singular, noble mission: to provide educational scholarships to spouses and children of America’s fallen or disabled service members and first responders.

As a display of my gratitude to those who have sacrificed so much, I will be playing a HERO100 Marathon from sunup to sundown on [INSERT YOUR MARATHON DATE]. My goal is to play [X] holes and raise $[fill in the blank], which equals [fill in the blank] scholarships.

This is where I need your support.

Please consider pledging to my HERO100 Golf Marathon per-hole-played or with a one-time donation, which will directly impact the educational path of our most honorable military and first responders families.

To show your support, please click here [either embed your donation page link behind the words or add it in full form] and hit the DONATE button. All donors will receive a charitable tax receipt upon electronic gift submission.

Thank you for your generosity and support!

Your Name

PS-for more information about Folds of Honor, please visit [www.foldsofhonor.org](http://www.foldsofhonor.org)

**EMAIL OPTION 2:**

Since 2007, Folds of Honor has carried forth this singular, noble mission: to provide educational scholarships to spouses and children of America’s fallen or disabled service members and first responders. Their motto says it best:

Honor Their Sacrifice. Educate Their Legacy.

Thanks to unwavering Patriots like you, Folds of Honor has awarded over 52,000 scholarships across all 50 states. But the need for scholarships is great. To express my gratitude and support to our military and first responders families, who sacrifice so much, I’m committing to a HERO100 Golf Marathon.

My goal is to play 100 (or more) holes of heroic golf and raise enough to fund [fill in the blank] full scholarships, which is $[fill in the blank].

This is where I need your help.

Please support my efforts by clicking here [embed or insert your online donation page link] and hitting DONATE to make a pledge-per-hole-played or one-time, tax-deductible donation. Every donation helps change the lives of military and first responders families across the nation.

Thank you for standing with me as I support those who deserve and need our help.

**EMAIL OPTION 3:**

Dear Family, Friends, and Supporters-

I am contacting you with nervous excitement because my HERO100 Golf Marathon is only days away. Last-minute preparations are underway – I’ve been squeezing in a range session here and there, concentrating on extra hydration, and will be filling my golf bag with lots of balls, gloves, and Band-Aids needed to play golf from sunup to sundown.

I’d like to say THANK YOU to everyone who has supported my efforts by donating - I love seeing your name appear on my page.

For those of you who have not visited my page to make a pledge, I encourage you to do so as soon as possible by clicking here [embed or insert your online donation page link]. Making a pledge towards my HERO100 Golf Marathon is a wonderful way for you to thank our fallen or disabled military and first responders by giving their spouses and children the gift of an education.

Your donation demonstrates that you honor their sacrifice by educating their legacy.

Thank you for your support and wish me luck - I’ll need it!

**EMAIL OPTION 4:**

Dear Family, Friends, and Supporters-

When you awake tomorrow morning, my HERO100 Golf Marathon will be underway. But tomorrow’s golf is not about me. It is about standing with our military and first responders' families who have sacrificed so much. Tomorrow, my rounds will be about so much more than golf. It will be about education and supporting those who deserve and need our help through the game we love to play.

If you have not yet pledged, I ask you to please do it now by clicking here [embed or inserting your donation page link]. Your financial support will change the educational path for the families of our nation's military and first responders heroes.

I hope you’ll join me as a life-changing, difference-maker by giving the gift of education.