

## TYPE OF FUNDRAISING: CAUSE MARKETING PARTNERSHIP

### Email 1: Introduction and Charity Overview

Subject: Introducing [Charity Name] - A Cause Marketing Opportunity

Dear [Prospect's Name],

I hope this message finds you well. I am writing on behalf of [Charity Name], a non-profit organization committed to [Briefly explain the charity's mission and impact].

We have been following your company's outstanding work in the cause marketing space and believe that our organizations could create a powerful impact together.

At [Charity Name], we're passionate about making a difference in the lives of [describe the beneficiary group]. Did you know that we [insert impact statement here]? You can find our guide to [insert name of high value content offer here] to support your employees and consumers, and the impact our mission has had on them.

I would welcome the opportunity to discuss how a partnership with your company could benefit both of our organizations and, more importantly, the cause we care about deeply. Please let me know a convenient time for a brief call, or if you prefer email correspondence, I'd be happy to provide more information.

Thank you for considering [Charity Name] as a potential partner. Together, we can create a meaningful legacy that transcends business and transforms lives.

Warm regards,

[Your Name]

[Your Title]

[Charity Name]

[Phone Number]

[Email Address]

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## Email 2: Shared Goals and Benefits

Subject: Collaborate with [Charity Name] to Achieve Shared Goals

Dear [Prospect's Name],

I hope you're having a productive day. I wanted to follow up on my previous email regarding the potential for your company and [Charity Name] to join forces in a cause marketing partnership.

As we've reviewed [Company Name]'s dedication to corporate social responsibility and your commitment to [Describe a shared goal or cause], we are even more excited about the possibilities of working together.

By partnering with [Charity Name], [Company Name] can:

1. **Amplify Impact:** Together, we can reach a wider audience, raise awareness, and drive positive change more effectively.
2. **Enhance Brand Reputation:** Your association with a respected charity like ours can boost your brand's reputation and appeal to socially conscious consumers.
3. **Community Engagement:** Engage your employees and customers in a meaningful cause, fostering a sense of purpose and loyalty.
4. **Measurable Impact:** We will work closely to set clear goals and metrics to track our collective impact.

I am eager to explore how we can tailor this partnership to align with [Company Name]'s specific goals and objectives. You can learn more about the success other partners like [insert 3 corporate donor names] have witnessed here [insert case study].

Please let me know if you would be available for a brief call, or if you'd like to continue the conversation via email, I'm here to assist.

Together, we can drive positive change, inspire action, and achieve our shared vision. I look forward to the possibility of collaborating with your company.

Best regards,

[Your Name]

[Your Title]

[Charity Name]

[Phone Number]

[Email Address]

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### **Email 3: Call to Action**

Subject: Act Now: Partner with [Charity Name] for a Cause Marketing Impact

Dear [Prospect's Name],

I hope this message finds you well. Time is of the essence, and I wanted to extend one final invitation to your company to explore a meaningful cause marketing partnership with [Charity Name].

Our organizations share a common vision of [Describe shared goals or vision], and together, we can make a profound impact like [insert description and link to mission story or video].

By acting now, your company can:

1. **Expand Reach:** Access our network of supporters, volunteers, and donors to extend your brand's reach and influence.
2. **Drive Engagement:** Engage your employees and customers in a purpose-driven initiative, fostering loyalty and commitment.
3. **Immediate Action:** Start making a difference right away by supporting our mission and the cause we both care about deeply.
4. **Customized Approach:** Tailor the partnership to meet your company's unique objectives and goals.

I am available at your convenience to discuss this opportunity further, answer questions, or provide additional information. Whether through a brief call or email correspondence, I'm here to assist you in making a positive impact.

Thank you for considering this partnership opportunity with [Charity Name]. Together, we can inspire action and create a legacy that transcends business boundaries.

Warm regards, [Your Name] [Your Title] [Charity Name] [Phone Number] [Email Address]