

Helpful Tips FOR TEAM LEADERS

Thank you for becoming a Team Leader for Project Extreme! You are leading the way on a powerful campaign that will transform the lives of many teens. With your help, our campaign will succeed!

We are happy to give you templates for you to use to encourage your friends and family to support you on this important mission.

But, you should know, that most of your contacts will give because it's YOU who is asking. So customize these templates. Make them your own. Make them real, authentic, and emotional.

Doing so will signal to your friends and family how deeply connected you are to Project Extreme and how much you believe in the services we provide.

Here is a look at an empty template and a sample one that has been filled.

Example template #1. With blanks for you to complete

Hi Friends,

Most of you know that **{{insert personal connection}}**. I decided to do something to **{{cause impact}}** by fundraising for Project Extreme.

I know it's hard to do, but can you imagine what it would be like if **{{challenge of not having Project Extreme's service}}**? Think of how your world would change if you[/people] couldn't **{{service of org}}**.
{{Frame the problem succinctly}}

I have committed to helping fundraise \$1,800 for Project Extreme, an organization working tirelessly to **{{programs of org}}**. \$1,800 is enough to **{{impact of fundraised amount}}**.

Please join me in **{{call to action}}** by making a contribution here:
ENTER PERSONAL TEAM LINK HERE

(this is a special link that lets me see how much I've raised so far!)

Your friendship and support mean a lot to me,
XXxxxxx

Example template #2. Sample email with blanks completed

Hi Friends,

Most of you know that I have a deep and personal connection to Project Extreme. Three years ago, I attended my first program and almost instantly felt a connection with mentors and staff. For a long time, Project Extreme was the only place that I felt safe and secure. For this reason, I've decided to do something to help many more teens attend Project Extreme programs by raising funds for Project Extreme's scholarship campaign.

I know it's hard to think about, but can you imagine feeling like you have no place to turn? Think of how your world would change if you didn't have the support to succeed in school and life. Sadly, many teens lack the structure and support they need to live a positive and healthy life.

I have committed to helping fundraise \$1,800 for Project Extreme, an organization working tirelessly to bring teens from self-destruction to self-esteem.

Please join me in allowing more teens to attend Project Extreme's lifesaving programs by making a contribution here:

ENTER PERSONAL TEAM LINK

(this is a special link that lets me see how much I've raised so far!)

Your friendship and support mean a lot to me,
Rivka