

INSTRUCTIONS

Below are some sample letters/email and social media post copy for you to use to get started.

We encourage you to personalise the messages below based on your own reasons for joining the ride and relationship to Hands Across the Water [Hands].

REMEMBER: Don't be afraid to ask. As many past fundraisers will tell you, people **will** donate to your cause, **you just need to ask them.**

Language Preferences

It's incredibly important for us at Hands to take the time to ensure our language and choice of wording in all our communications is in line with our values and ensures the utmost respect and privacy for the kids in our homes.

As a Hands community member, we extend this responsibility to you too! We ask you to take the time to review the following guidelines when you are talking about the experience you are undertaking – whether this is verbally, in social media, written format, etc.

*We do not refer to the people we support as **orphans**. They are **kids**, children, young adults, adults and communities.*

*We do not call where they live, **orphanages**. They are their **homes**, just like yours and I.*

*They are not **institutionalised**. They have been dealt immense **adversity** at a young age, of which we are helping them to overcome through shelter, security, love, education, food, medicine and a promising future.*

*We do not disclose or identify kids individually as having **HIV**. Instead, they have **medical needs** that require long term attention.*

Letter/Email to ask

You can use this communication to ask:

- All contacts, friends, family, colleagues, neighbors, trainers, baristas, etc.
- Organisations of which you are seeking sponsorships or fundraising
- Your workplace networks
- Local businesses



Sample Letter/Email Copy (Long version):

Dear

I have some exciting news that I want to share, and I hope it will excite and inspire you as well! I have decided to participate in the **Hands Across the Water [Ride Name] [Ride Year] Experience** that will see me and a group of teammates riding **[#]km in Thailand while fundraising for Hands Across the Water.**

Hands Across the Water [Hands] started as a charity eighteen years ago in response to the Boxing Day Tsunami. Since its inception, **Hands has grown into an organisation that provides Thai children with opportunity to live a life of choice, not chance.**

The kids who come to live in a Hands home are there because they have no choice. This is often the result of one of three heartbreaking situations:

- They have no known family to care for them
- They have a family member who is known to them, but is unable to care for them
- They are living in an unsafe environment and have been placed in our care by the police or government.

All children deserve the chance to build a future full of possibilities, opportunities and dreams. That is why Hands not only provides the life-saving necessities for the kids in our homes, they also support many families in an outreach program to help keep kids out of our homes.

Just as important as filling their bellies with healthy food and providing a safe bed to sleep in, with the support of amazing donors like you, the vision of Hands is to help these kids see the opportunities that lie before them, to see a life of choice.

I will be riding in the **Hands [Ride Name] Experience [Ride Dates], [Ride Year]**, and my hope is that you will **join me in this experience by helping me reach my personal fundraising goal of [\$Fundraising Goal Amount].** Together we can truly make a difference!

I first learned about Hands when **[insert your experience]** and now it is my chance to participate in this unique experience. **I will be riding in honour of the children [or child if there is a child you are currently supporting through child sponsorship] that have the opportunity of a life of choice because of the work of Hands. They will be my inspiration, and they will be my motivation to the finish line!**

I am asking for you to join the ride by helping me reach my fundraising goal of **[\$Fundraising Goal Amount].** All donations of \$2 or more are 100% tax deductible. Feel free to pass this along to your friends and family. Also, check to see if your company has a matching gifts program, it's an easy way to double your donation!

Please join me in the **Hands [Ride Name] [Ride Year] Experience** by making a donation **before [Due Date of Funds].** You can easily donate online and read about my progress at **[Fundraising Page Link]**, where I will update regularly!

On behalf of Hands, I thank you for your support and look forward to the ride ahead.

Love,

[Your Name]



Sample Letter/Email Copy (Short version):

Hey Everyone!

So I am doing the unthinkable and training for a [#km] ride, why you ask? Because this is for a good cause and I think you will all agree it's definitely worth the effort!

I am raising funds for Hands Across the Water as a participant in their [Ride Name] [Ride Year] Experience and I'm asking you to help by making a donation to my fundraising campaign.

Please use the link in this email to donate online quickly and securely, plus learn more about my progress. You will receive a confirmation of your donation by email and I will be notified as soon as you make your donation.

[Fundraising Page Link]

Your donation helps give the children of Hands Across the Water the opportunity to live a life of choice, not chance. I am hoping that my participation in the **Hands [Ride Name] [Ride Year] Experience** will help bring more children in Thailand hope and support for a better future.

On behalf of Hands Across the Water, thank you very much for your support. I greatly appreciate your generosity.

P.S. I would appreciate it if you would forward this email to as many people as you can to encourage them to donate as well. All donations of \$2 or more are 100% tax deductible. Thanks again.

"Do all the good you can, by all the means you can, in all the ways you can, in all the places you can, at all the times you can, to all the people you can, as long as ever you can." - John Wesley [Insert your own favourite quote if you want instead]

Thank you!

[Your Name]

Social Media Post to ask

Post or share about your ride and fundraising efforts on social media.

Add a photo, your fundraising page link, and **don't forget to tag Hands on the relevant social media handle**, so that we can share it on our channels.

We love to hear and see all our #handsheroes in action!

- Facebook [@thehandsgroup](#)
- Instagram [@handsacrossthewater anz](#)
- LinkedIn [@handsacrossthewater](#)



Sample Social Post Copy #1:

I am gearing up to ride **[#km]** over **[#days]** days to raise funds for **@[HATW relevant social media handle]** and give Thailand's most vulnerable children a life of choice, not chance – help me reach my fundraising goal of **[\$Fundraising Goal Amount]** by making a donation to my fundraising page now at: **[Fundraising Page Link]**

#[event name] #handsacrossthewater #handshero

Sample Social Post Copy #2:

In only **#[#DAYS/MONTHS TO GO]** I will set off on a journey to ride **[#km]** in Thailand while raising money and awareness for **@[HATW relevant social media handle]**, an Australian-based charity supporting over 350 disadvantaged children across Thailand.

Please support me in this challenge by donating to my fundraising page now at: **[Fundraising Page Link]**

#[event name] #handsacrossthewater #handshero

