



Fundraising for The Bloody Great Run

Fundraising can be awkward. How do you ask people for money? What do you say?! What if they don't respond, don't care, think this is dumb? Insert any other fear you have here. No worries, we understand and got you covered. Below are some tips for fundraising as well as two template emails that you can use.

Tips

- Fundraising is about relationships and knowing the person you are asking for money. Ask someone who you know cares about gender equality, poverty in Canada, period poverty, menstrual equality or any other issue that intersects with the mission of The Period Purse. Essentially know your audience 😊
- Send follow ups, but not too many. Fundraising is about finding the right balance between reminding people, but not being too pushy. People appreciate reminders, but not being pressured
- Explain to people *why* you are doing this. If you care about something, they will feel more inclined to care about it themselves. Make this personal!
- Use many channels to fundraise – email, social media, conversations, texting, WhatsApp, carrier pigeon. Okay, that last one is a joke, but you get my point!
- Ask for specific amounts.

Dignity • Education • Menstrual Health for All ThePeriodPurse.com



- Make a donation to your own page. It will lead the charge by setting an example and has an escalating effect on people
- Make it easy for people and include the link to your page in the email or social media post

Template One: Initial Ask

Subject Line	I'm running 28 K for Menstrual Health Day and I need your help!
Email Body	<p>Hello (insert name),</p> <p>I'm reaching out to let you know about an initiative I'm supporting The Period Purse, and to ask for your help.</p> <p><u>The Problem</u></p> <p>For some, it may still be taboo, but the reality is that people menstruate--including people experiencing homelessness and people living in the margins.</p> <p>COVID's impact on people living on the margins has meant that resources are maxed out and many menstruators are unable to access period products.</p> <p><u>What I'm (Trying) To Do About It</u></p>



Seeing a rise in vulnerability in my community has reminded me that the need is very much real and it's time I get going and do something to help.

Now to the positive part. May 28 is Menstrual Health Day and I've joined a fundraising team that is aiming to run/walk 28km each over 28 days to raise \$2,800 (28 because it's the average number of days in a menstrual cycle.) Together, we're supporting The Period Purse, a national registered charity that creates and distributes kits including pads, tampons, underwear and a reusable mask to support menstruators who are experiencing homelessness or are marginalized.

How You Can Help Too

This is the part where I ask you for money. If you're in a position to help, would you consider donating **\$50** to my efforts?

I don't have rewards available but if requested, I can send you photos/videos of me suffering during my runs/walks. There's no amount too small and every dollar will go toward purchasing products for the period packs.

If you'd like to help, here's my fundraising page (insert link)

Thanks so much for your time and for your consideration of this small, but important cause. If you have any questions, please feel free to ask!

Socially-distanced hugs,

(insert your name)



Template One: Follow up email

Subject line	Follow up! I'm running 28 K for Menstrual Health Day and I need your help!
Email body	<p>Hello (insert name),</p> <p>A few weeks ago I sent you an email about a great cause that I'm involved in. The Period Purse is a national registered charity that supports menstruators by distributing period products to shelters in cities across Canada. I am passionate about this cause because to me dignified periods and menstrual equality is my contribution to the larger issue of gender equality.</p> <p>May 28th is Menstrual Hygiene Day and I am part of a team that is each running/walking 28 KM over 28 days to raise \$2,800. And 28 was chosen because that is the average cycle of a menstruator.</p> <p>If you'd like to help, here's my fundraising page (insert link)</p> <p>Any amount helps! And in return I will send you photos of me suffering on my runs/walks.</p> <p>Thank you for your time and consideration and please ask me questions if you have them. (Insert your name)</p>



Template Two: Initial Email

Subject line	A no shame fundraising ask
Email body	<p>Hello (insert name),</p> <p>I am asking you for money. BUT it is for a great cause! Until May 28 (Menstrual Health Day), myself and some others are running/walking 28 KM for 28 days to raise \$2,800. 28 was chosen because it is the average number of days a person menstruates.</p> <p>Look, I get it. Periods are taboo. However, there are some menstruators who sometimes have to choose between essential food or period products.</p> <p>The Period Purse supports these people by distributing period products to shelters in cities across Canada. Support to our partners is critical, particularly since COVID – 19 has intensified those experiencing poverty and therefore there is more demand on their services.</p> <p>Your gift to this great, impactful cause will go towards supporting The Period Purse’s partners. Would you consider giving \$50? If you'd like to help, here's my fundraising page (insert link)</p> <p>Anything helps! And no, I have no shame about asking for money.</p> <p>Thank you (Insert your name)</p>



Template Two: Follow up email

Subject line	Follow up! A no shame fundraising ask
Email body	<p>Hello (insert name),</p> <p>A (insert time frame) ago, I sent an email about a great initiative that I'm involved in called The Period Purse. May 28, Menstrual Health Day, is around the corner and I am so close to completing my goal to raise \$2,800. Would you consider donating \$50 to help me reach my goal?</p> <p>You can find the donation page here (insert link).</p> <p>The Period Purse supports Canadian menstruators by distributing period products to shelters. These products help menstruators have dignified periods and ensure they don't have to choose between food or managing their period.</p> <p>Thank you for your time and consideration</p> <p>Thank you (insert your name)</p>