



Email Templates

Email #1 Announcement/Invite

SUBJECT LINE: Help me change a woman's life?

INTRO A: I'm on a mission to help women suffering from a terrible childbirth injury: obstetric fistula. Will you join me in my goal to help [x] women in the developing world get the treatment that will change her life forever?

I'm supporting [Fistula Foundation](#), a small, effective nonprofit that has funded over 31,000 fistula repair surgeries in 31 countries since 2009. Any support you can give would mean so much to me. You can donate online here: (link)]

INTRO B: Instead of sending me a gift for my [birthday/wedding/bridal shower] please join me in supporting [Fistula Foundation](#). My goal is to help [X] women in the developing world get treatment for a terrible childbirth injury: obstetric fistula.

Fistula Foundation is a small, effective nonprofit that has funded over 31,000 fistula repair surgeries in 31 countries since 2009. Any support you can give would mean so much to me. You can donate online here: (link)]

ABOUT FISTULA: When a woman endures a long, obstructed labor and doesn't have access to proper maternal care, she can develop obstetric fistula—a hole between the birth canal and rectum or bladder. She is left leaking urine, feces, or both. Too often, she becomes a social outcast because of her smell. What's worse, poor women in rural areas are the most vulnerable. Fistula continues to haunt women in the world's poorest countries, even though it has been largely eradicated in developed nations. Check out www.fistulafoundation.org for more information.

But there is good news: fistula is treatable! For an average of \$586 per surgery, a trained doctor can stop the leakage and give a woman her life back. Join me to make a difference!



Email #2: Reminder

SUBJECT LINE: [Friend], will you join me?

WOW! I am so excited to announce that together, we have raised \$[X] for Fistula Foundation. I can't thank you enough!

There is still work to do—we are so close to funding [X] surgeries for women in need. There's only [X] days left to raise the remaining \$[X]... will you join me for the final stretch?

[Why does fighting fistula matter to you? Tell your friends and family here]

Possible examples:

- My own labor was complicated, but I did not end up with a terrible injury like fistula.
- I had a healthy labor, and that was difficult enough. I couldn't imagine doing it without help!
- We have the solution for this horrible injury. No woman should have to suffer because she can't afford surgery!
- No woman should have to suffer in isolation and shame, simply for trying to bring a child into the world.
- I've done my research to find the most effective organizations working on global women's health. Hear directly from New York Times columnist [Nicholas Kristof](#) and philosopher [Peter Singer](#)!

PS- Want to learn more about obstetric fistula? Visit: www.fistulafoundation.org



Email #3: Thank You

SUBJECT LINE: Thank you!

We did it! I'm thrilled to report that we reached our goal, and raised \$[X] for Fistula Foundation.

That means [X] women will be able to get life-changing fistula repair surgery. Their lives will be transformed because of our efforts.

I am so grateful to you all for supporting me and this important cause. Thank you so much for being a part of it!