**Email 1 – Recruitment**

*Join Challenge 32 to Support Irish Charities*

Dear Supporter

We hope you are well during this unprecedented time. We are inviting you and your colleagues to take part in Challenge 32 from Saturday 20th June to help support Irish charities.

{Charity Name} receives most of its income through fundraising and donations. Summertime usually sees many events and activities being held in aid of {Charity Name}, ranging from runs, cycles, flag days to cake sales. Understandably, these cannot occur during social distancing.

As these activities cannot take place as planned, JustGiving in partnership with Charities Institute Ireland have launched Challenge 32 to bring the whole Irish charity sector together, encouraging people to join in and help support Irish charities.

Challenge 32 will launch on Saturday 20th June – the Summer Solstice, longest day of the year.

We’re asking you to take part in an activity of your choice based around the number 32 and fundraise or donate to support [name of charity] via [Challenge32.JustGiving.com](https://challenge32.justgiving.com/)  
  
People of all ages are taking on Challenge 32 with a host of activities – from walking, running or cycling 32km, skipping for 32 minutes, baking 32 cakes, to holding online workouts with 32 friends. The ideas and options are endless!   
  
The only requirement is that you must follow Government guidelines on exercise and social distancing. Most people are taking part from Saturday 20th June, but you can do your activity whenever is most convenient for you.

There are just five simple steps to take:

1. Dream up your Challenge 32

2. Head to [Challenge32.JustGiving.com](https://challenge32.justgiving.com/) to set up a fundraising page or donate

3. Ask all your friends and family to sponsor you and challenge them to do their own Challenge 32

4. Complete your challenge

5. Share a photo or video of your challenge on social media with #Challengethirtytwo

We hope you’ll join Challenge 32 to support [name of charity] and support Irish charities.

Best wishes

**Email 2 – Welcome email**

*Welcome to Challenge 32 to Support Irish Charities*

Dear Supporter

Thank you for registering to take part in Challenge 32 from Saturday 20th June to support Irish charities. You are an inspiration and {charity} is delighted to have your support.

Whether you’re running 32km, dressing up 32 times, singing live on a stream for 32 minutes with your children, or something else just as creative – we’re grateful you’re supporting Irish charities.

As mass participation events are postponed or cancelled due to the COVID 19 pandemic, hundreds of Irish charities have had to reduce or stop services at a time when vulnerable members of society need them the most. You are helping charities and the people they support when they need it most.

Please plan your activity, make sure it is safe and that it adheres to Government guidelines on exercise and social distancing. Please do not try anything too strenuous and always make sure you are well hydrated before exercising.

When you are all set, remember to encourage others nominating and sharing photos or videos of your challenge, tag your friends on social media and challenge them to join in too, making sure you use the official hashtag #challengethirtytwo

And don’t forget to promote your fundraising page via your emails, WhatsApp and social media posts.

Best wishes

**Email 3 – Event build up**

*Good luck with your Challenge 32 to Support Irish Charities*

Dear Supporter

We’re delighted you are taking part in Challenge 32 to support Irish Charities. Thank you for choosing {charity}

Want to give your fundraising a boost, use this checklist to make sure you’re taking advantage of all the different features: [Boost Your Fundraising](https://help.justgiving.com/hc/en-us/articles/200669391-Fundraising-for-a-charity-checklist-are-you-using-all-of-the-features-)

Good luck and thank you again!

Best wishes

**Email 4 – Thank You Email**

*Congratulations! You completed Challenge 32!*

Dear Supporter

Thank You! From the whole team at {insert charity}, thank you for taking part in Challenge 32.

You are amazing and your efforts will help support Irish charities and help us to {insert charity specific handle}

Everyone at {insert charity}, is really grateful for your support. You’re helping to make a difference.

Best wishes