***Subject Line: Help Support Irish Charities***

Dear {name}

I hope that you and your family are well in these unprecedented times.

{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/)

How can you get involved?

* Come up with an activity based around the number 32 that suits your skills. We know you can be creative!
* Video yourself explaining your challenge 32 and send it to us at this email address {insert email}
* Let us know if you are happy to speak to the media about taking part in Challenge 32
* We’ll then be in touch about sharing your challenge 32 on social media channels

Please help support Irish charities and join the whole country to raise funds by the end of June – we are all in this together.

The official website is live [Challenge32.JustGiving.com](https://challenge32.justgiving.com/)

Thank you for helping Support Irish Charities

Best wishes

Video script

Hi, it’s {name} here and I’m/we are taking part in Challenge 32 to help Support Irish Charities

My Challenge 32 will be {insert challenge}

The charity I/we are going to support is {charity name} because {give ambassador some info if required}

Please join me and take part in Challenge 32 and together we can help Support Irish Charities

Example activities (all must follow Government guidelines on exercise and social distancing)

Run or walk 32km– or for 32 minutes

Exercise at home for 32 minutes

Do 32 press ups for 32 days

Dance for 32 minutes

Sing for 32 days/minutes

Dress up for 32 days

Skip for 32 minutes

Bake 32 cakes

Tick-Tock 32 challenges

Host training class for 32 mins / days

Zoom with 32 fans