



# EMAIL AND SOCIAL MEDIA TEMPLATES

[WWW.KAKENYASDREAM.ORG](http://WWW.KAKENYASDREAM.ORG)

# FUNDRAISING TEMPLATES & MATERIALS

Spread the word about your fundraising campaign to ensure its success! Use email, mail, social media, or a mix to share about Kakenya's Dream, request donations, and promote your personal fundraising page. Below are customizable templates for emails, letters, and social media posts. Personalize them to highlight why Kakenya's Dream and girls' empowerment matter to you!

Follow these simple steps to get started:

1. **Build your contact list** - Consider who would be interested in learning about Kakenya's Dream: friends, family, coworkers, classmates, local businesses, community leaders, friends' parents, parents' friends, sorority sisters or fraternity brothers, and more!
2. **Copy and customize** - Use the templates below to reach out to your network, paying special attention to the highlighted sections to personalize your message. If you are sending a mass email, we recommend using a "Dear friends and family" or "Hello!" catch-all greeting and adding your list of contacts to "BCC."
3. **Leverage your friends' and family's networks** - Ask your friends and family to forward your emails and reshare your social media posts with a quick intro to Kakenya's Dream and the importance of supporting girls' rights. Remember, the more people who know about Kakenya's Dream, the greater the movement for gender equality grows!



**THANK YOU FOR BELIEVING IN THE  
POWER OF A GIRL!**

# EMAIL & LETTER TEMPLATES

## Email 1: Initial Ask

Subject: Will you join me to support girls' rights?

Dear [NAME],

One of my goals this year is to actively support organizations whose mission I align with and whose work is creating fundamental transformation for vulnerable communities. I recently discovered Kakenya's Dream – a nonprofit that invests in girls from rural Kenyan communities through education, health, and skills development to create agents of change. [Share why Kakenya's Dream matters to you.]

Kakenya's Dream works in one of the most marginalized, underserved areas of Kenya, where 76% of girls do not complete high school, and 1 out of 2 are married before the age of 19. 66% of girls undergo female genital mutilation (FGM), a traditional harmful practice that reinforces gender inequality and contributes to cycles of school dropout, child marriage, and intergenerational poverty.

I'm reaching out to ask if you would join me in my efforts to raise money for Kakenya's Dream. In order to fundraise money, I am [EXPLAIN FUNDRAISING PROJECT]. With your help, I can reach my goal of [\$ AMOUNT]! [Using the donation amounts below, you can add in something about what Kakenya's Dream will be able to do if you reach your goal].

You can support me and join the Kakenya's Dream community to keep girls in school, free from child marriage and FGM, in the following ways:

- Donate to my fundraising page—no amount is too small to make a difference: [LINK TO YOUR FUNDRAISING PAGE]
- Forward this email and share my social media posts with a personal note about Kakenya's Dream and a link to my fundraising page

Your gift to Kakenya's Dream will provide life-changing education to the most vulnerable girls in Kenya while also transforming social norms for gender equality. Creating a world where every girl has the chance to dream, learn, and achieve her full potential is possible. It just takes all of us working together.

To learn more about Kakenya's Dream and their programs, you can visit [their website here](#).

Thank you for your time!

Gratefully,  
[YOUR NAME]



# EMAIL & LETTER TEMPLATES

Email 2: Fundraising Update/Second Ask

Subject: Angeline's story - your support is changing lives!

Dear [NAME],

Kakenya's Dream invests in girls in rural Kenya through education, health, and skills development. They work to prevent child marriage and other harmful practices that hold girls back.

Thanks to friends and people like you, I've raised [\$ AMOUNT] so far - [X%] of my goal! To help reach [\$ AMOUNT], please donate here: [LINK TO YOUR FUNDRAISING PAGE] [Using the donation amounts below, you can add in something about what Kakenya's Dream will be able to do if you reach your goal].

Let me share why this matters through Angeline's story. Orphaned young, she faced pressure to marry as a child and was in and out of school constantly. Kakenya's Dream stepped in to support her education from fourth grade through college graduation--a remarkable feat since less than 25% of girls even finish high school! She is now a teacher at Kakenya's Dream, inspiring other girls to dream big.

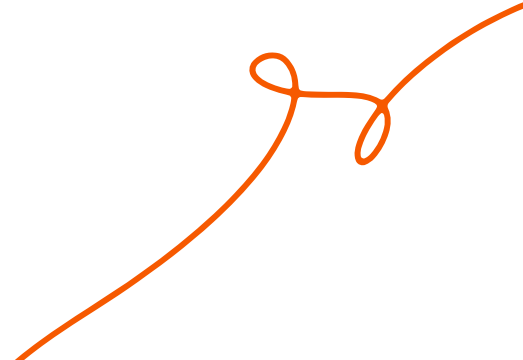
As Angeline says: "Had I not been supported by Kakenya's Dream, I would have ended up in child marriage. [My students] see me as one among them because we share the same history. It feels good to see them develop confidence that they will have a bright future."

Please donate at [LINK] to help more girls like Angeline get an education and transform their communities for the better.

Thank you, from the bottom of my heart, for your support.

To learn more about Kakenya's Dream and their programs, you can visit [their website here](#).

Sincerely,  
[YOUR NAME]



# SOCIAL MEDIA SAMPLES

Social media is a simple and effective way to share your fundraising efforts with a wide audience! To help you get started, we've created sample posts you can copy, customize, and share. We recommend that you keep captions to 50-150 characters. Follow us on LinkedIn, Facebook, Instagram, and BlueSky (@KakenyasDream) to share our posts with a personal note.



Hello! I'm raising money for @KakenyasDream, a nonprofit that invests in vulnerable girls in rural Kenya through education, health, and skills development. My goal is to raise **[\$ AMOUNT]**, but I need your help! To join me, click the link in my bio.\* Your gift will not only keep girls in school, safe from child marriage and female genital mutilation, but will also transform their futures and communities!



Hi, friends! I started a fundraiser for @KakenyasDream, a nonprofit that invests in vulnerable girls in rural Kenya through education, health, and skills development. To date, you've helped me raise **[\$ AMOUNT]** of my **[\$ AMOUNT]** goal. Thanks to you, I only need to raise **[\$ AMOUNT]**! Can I count on you to help me achieve my goal?  
**[INSERT LINK]**.



Hi, friends! When I started my fundraiser for @KakenyasDream last **[week/month/etc.]**, I did so because the mission of empowering girls in rural Kenya is close to my heart. @KakenyasDream supports vulnerable girls with education, gender-equitable health services, and sustainable livelihoods. **[Today/yesterday/last week]**, I hit my goal of raising **[\$ AMOUNT]**! Thank you for changing lives and creating more equitable communities! Your generosity means so much to me. **[INSERT LINK]**

\*Remember to add your personal Givebutter fundraising link in your Instagram bio and social media profiles!



# HOW ARE YOU HELPING?

\$250 - Textbooks and uniforms for 2 girls

\$500 - Menstrual hygiene products for 14 students

\$1,000 - A month's worth of lab supplies for our community health clinic

\$2,500 - Educational workshop for 100 community members

\$5,000 - Health and human rights training session for 400 boys and girls

The amounts specified are examples of what your generosity can provide.

