



## NOMINEE FUNDRAISING EMAIL TEMPLATES

Below are email templates you can use to reach out to your networks on Kick Off day. Be sure to customize your outreach by adding your personal 'why' and include the link to your fundraising website. Need help? Your American Heart Association staff partner can help with your pitch!

### **Sample #1**

Subject: Let's Change the Future of Heart Health Together

Hi friends & family!

I'm excited and honored to be a Teen of Impact nominee and part of Team **[INSERT TEAM NAME]** for the American Heart Association's Teen of Impact campaign! From February 6<sup>th</sup> to April 9<sup>th</sup>, my team and I are raising funds to create a world of longer, healthier lives – and we need your help.

Heart disease is the No. 1 health threat in the U.S., but many heart and stroke events are preventable. This campaign empowers teens to take charge of their health, learn CPR, advocate for change, and help their families improve their heart health through awareness and positive actions.

Can you help us make an impact? Donate today at **[INSERT FUNDRAISING PAGE]**. Every dollar makes a difference and brings us closer to healthier communities!

Thank you for supporting this mission with me!

PS: Does your company offer donation matching? It's a great way to double your impact!

### **Sample #2**

Subject: Let's Make a Difference Together!

Hi **[NAME]**,

I'm so excited to share that I've been nominated for the American Heart Association's 2026 Teen of Impact campaign! This campaign raises funds to save lives and inspires teens to take charge of their heart health right here in **[INSERT MARKET]**. The nominee who makes the biggest impact will be named the National Teen of Impact Winner!

The campaign runs from February 6<sup>th</sup> to April 9<sup>th</sup>, and my goal is to raise **[INSERT GOAL]**. Can I count on you to help me with a tax-deductible donation? Every dollar supports lifesaving heart research, education, and raises awareness about heart disease, the No. 1 cause of death in the U.S.

This cause means so much to me because **[INSERT PERSONAL CONNECTION TO AHA]**.

Please visit **[INSERT FUNDRAISING PAGE]** to donate. Together, we can make a massive impact and create healthier lives in our community.

Thank you for your support!

**Sample #3**

Subject: Need your help between now and April 9<sup>th</sup>

Hi [NAME],

I'm excited to be part of the American Heart Association's 2026 Teen of Impact campaign! My goal is to raise [INSERT GOAL] by April 9<sup>th</sup> to fight heart disease and stroke in our community.

Can you help me out? Donate today at [INSERT FUNDRAISING LINK]. Every dollar supports lifesaving heart research, education, and inspires teens like me to take action for healthier hearts.

Don't forget to check if your company offers matching gifts – it's an easy way to double your impact!

Thank you for your support. Together, we're saving lives and creating a healthier future!

**Sample #4**

Subject: Help Me Change the Future of Teen Health

Hi everyone!

Each year, more than 23,000 children under 18 experience cardiac arrest.<sup>2</sup> 40% of children's cardiac arrests are related to sports. That's why I'm teaming up with the American Heart Association to help make schools safer by getting more AEDs on campuses and training teens like us in lifesaving CPR.

I'm part of the Teen of Impact campaign, and my team is working hard to spread awareness and information about heart health while working to raise [INSERT GOAL] before April 9<sup>th</sup>. We're getting so close, but I need your help!

Want to join us? Donate today at [INSERT FUNDRAISING LINK]. Every dollar counts towards saving lives and building a healthier future for teens like me everywhere.

Thanks for making a difference with me!

**Sample #5**

Subject: Just a few weeks left to make an impact!

Hi everyone!

I'm honored to share my mission with you! I'm a nominee for the 2026 Teen of Impact campaign, raising money for the American Heart Association to help create longer, healthier lives for everyone.

My goal is to raise [INSERT FUNDRAISING GOAL] by the deadline, April 9<sup>th</sup>, and we have only [INSERT # WEEKS REMAINING] weeks left! I only have [INSERT \$ LEFT TO RAISE] left to reach that goal. I need your help to cross the finish line!

Every dollar makes a difference. Can you chip in and help me reach my goal? Head to [**INSERT FUNDRAISING PAGE**] to donate – it's quick, easy, and even tax-deductible!

THANK YOU! With your help, I know we will create communities free of heart disease and stroke.

PS. Does your company have a matching gifts program that might be willing to match your donation?