**Soft Launch Email** – could be sent out before Dec 17th

Subject: Can I count on you?

Dear {{first name}},

I am writing to you today because witnessing the cycle of poverty in Ghana is too much to bear.

Families reduced to nothing. Children as young as 4 or 5 stripped from their families. Trafficked. Sent to Lake Volta to their almost certain physical and psychological trauma.

A child is meant to dream. To look forward to the future.

**That's why your donation to Breaking the Chain Through Education is so crucial.** For over 15 years, we saved *more than 200 children* from child slavery and poverty. And unlike other organizations, our extended care ensures each child's long-term success by helping them obtain skills and education so that they can become healthy and productive adults.

**Here’s what’s happening:**

On December 17th, we are launching a 36 hour, $150,000 crowdfunding campaign.

As more and more children need our help, we’re taking a monumental step forward to broaden our impact. We’ve already broken ground on our first **permanent** residence for our beneficiaries. It will be a haven where they can live during their apprenticeships and come for tutoring during school breaks.

Now, we are gathering a select group of supporters whose donations we can secure early on. That way, people will see momentum right when the campaign launches, motivating them to give. By having your donation logged early, you will inspire others to donate.

Campaign link: LINK

Please join us and help form this special group to kickstart the campaign. Please follow the link below and enter your contribution. By doing this, you will be part of this select group that will inspire many others and ensure we reach our goal by giving momentum to the whole campaign.

**>> Please click here to access the PRIVATE campaign link and give your support to Breaking The Chain Through Education.**

Thank you for your support and for helping ensure the success of our campaign.

If you have any questions, I would love to share more details.

Warmly,

NAME

TITLE

**Day of Launch Email**

Subj: An Ambitious Campaign for BTCTE Starts NOW!

Dear {{first name}},

I am writing to you today because witnessing the cycle of poverty in Ghana is too much to bear.

Families reduced to nothing. Children as young as 4 or 5 stripped from their families. Trafficked. Sent to Lake Volta to their almost certain physical and psychological trauma.

A child is meant to dream. To look forward to the future.

But on the lake, those dreams are crushed. And many times, they take small, broken bodies along with them.

Now, imagine a world where these children are given a second chance. A world where they are not just surviving but thriving.

**That's why your donation to Breaking the Chain Through Education is so crucial.**

When you donate, you break the chains that have held these children back, allowing them to soar.

For over 15 years, we saved *more than 200 children* from child slavery and poverty. And unlike other organizations, our extended care ensures each child's long-term success by helping them obtain skills and education so that they can become healthy and productive adults.

As more and more children need our help, we’re taking a monumental step forward to broaden our impact. We’ve already broken ground on our first **permanent** residence for our beneficiaries. It will be a haven where they can live during their apprenticeships and come for tutoring during school breaks.

But it’s only partially funded, and we dream of building a second one to help give even more of these children a pathway out of poverty.

*That's why we're turning to you*. We need your help to offer the comprehensive care every child deserves—just as you would for your own family.

>> Donate today to support Build Futures, One Child At A Time

When you donate, you're not just giving money. You're giving Emmanuel the chance to become a tailor, support his family, and smile again.

When you donate, you're allowing Elizabeth to become a teacher, to build a beautiful family, and make her dream a reality.

*When you donate, you lay the bricks for a home where these kids can live, learn, and heal.*

Please open your heart and donate today.

Warmly,

NAME

TITLE

**Person Request Email**

Subj: Building Futures One Child At A Time (Campaign Update)

Dear {{First Name}},

I am excited to share with you a crowdfunding campaign we’re running for Breaking The Chain Through Education…our most important fundraiser of the year.

The campaign is just beginning, and I’m reaching out to you and a select group of supporters to make an early donation—and kickstart the campaign.

We are X% of the way toward our $150,000 goal by 10 PM tomorrow.

As more and more children need our help, we’re taking a monumental step forward to broaden our impact. We’ve already broken ground on our first **permanent** residence for our beneficiaries. It will be a haven where they can live during their apprenticeships and come for tutoring during school breaks.

But it’s only partially funded, and we dream of building a second one to help give even more of these children a pathway out of poverty.

You see, to witness the cycle of poverty in Ghana is too much to bear.

Families reduced to nothing. Children as young as 4 or 5 stripped from their families. Trafficked. Sent to Lake Volta to their almost certain physical and psychological trauma.

A child is meant to dream. To look forward to the future.

But on the lake, those dreams are crushed. And many times, they take small, broken bodies along with them.

Now, imagine a world where these children are given a second chance. A world where they are not just surviving but thriving.

*That's why we're turning to you*. We need your help to offer the comprehensive care every child deserves—just as you would for your own family.

For over 15 years, we saved *more than 200 children* from child slavery and poverty. And unlike other organizations, our extended care ensures each child's long-term success by helping them obtain skills and education so that they can become healthy and productive adults.

Now, you have the opportunity to break the chains that have held these children back, allowing them to soar.

Because when you donate, you're not just giving money. You're giving Emmanuel the chance to become a tailor, support his family, and smile again.

When you donate, you're allowing Elizabeth to become a teacher, to build a beautiful family, and make her dream a reality.

*When you donate, you lay the bricks for a home where these kids can live, learn, and heal.*

Your donation goes directly to funding the new buildings, and strengthening the healthcare, education, and essential support for victims of child trafficking.

Click here to learn more: **LINK**

If you are able to help in any way, including sharing the campaign with your friends, we would greatly appreciate it.

Thank you in advance.

 Warmly, NAME/TITLE

**Last day Email**

Subj: Are you in?

Dear {{First Name}},

There is not much time left to donate to Breaking The Chain Through Education during our most important fundraiser of the year.

We are X% of the way toward our $150,000 by 10 PM tonight!

When you donate, you're not just giving money. You're giving Emmanuel the chance to become a tailor, support his family, and smile again.

When you donate, you're allowing Elizabeth to become a teacher, to build a beautiful family, and make her dream a reality.

*When you donate, you lay the bricks for a home where these kids can live, learn, and heal.*

It is your donation that will break the chains that have held these children back, allowing them to soar.

Are you in? Will you donate today?

Warmly,

NAME

TITLE