



## SEND AN EMAIL UPDATE TO YOUR SUPPORTERS!

### Send an email update

Teams from previous events found that a really effective method of fundraising was to keep friends, family and colleagues up to date and entertained with their training and fundraising progress by sending out regular emails. Each email contained a link to their team page and donations flooded in after each one was sent! Make sure you are creative and confident. You are about to do something amazing and your enthusiasm will be contagious so tell everyone you know about Oxfam Trailwalker and continue to inspire those around you!

### Easy steps to send a formatted email from your online team page:

- Click on the link at the right hand side of the team admin page
- Enter the email addresses – note that all **email addresses are bcc** so multiple addresses will not be shared.
- Each email address should be separated by a comma (**NOT** a semi-colon) and a space
- Make sure you enter something catchy in the subject line – this will appear in the subject line of the email.
- Enter the information you want to include in your email/news update.
- Choose whether you want to include your team photo, fundraising target, \$ donation examples (“Where the money goes”)
- Preview the email, or simply send it

See sample newsletter below:

**Oxfam**  
**TRAILWALKER Sydney**  
100km • teams of four • 48hrs

countdown: 6 weeks 3 days


[check out our team page >](#)

**current total: \$2,590**  
**our target: \$5,000**

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**Merino Musterers**  
Our Oxfam TRAILWALKER Newsletter

We just wanted to say a huge thank you to everyone who has been supporting us. With less than 7 weeks to go now we're hard at work preparing for the big event, and have been blown away by all your encouragement, advice and tips, and incredibly generous donations. Very motivational!



This weekend we will be embarking on our biggest effort so far - 50km on the actual trail, with all the night-time walking, snake-dodging and blisters that will no doubt entail.

We have been updating our team page sporadically with a few photos and bits so check it out at the link below if you have time.


And if you haven't donated to Oxfam yet but have a few dollars spare, you can always go straight to our fundraising page - just click on the 'Sponsor us today' link below.

Thanks again for all your support!

Libby, Tess, Erica and Rachel


[Check out our team web page](#), or [sponsor us today](#)

**Where does the money go?**



\$50 donation can provide enough vaccination for a cow or bull in Mozambique.

Learn more about Oxfam Australia and their programs on the [Oxfam TRAILWALKER website](#)



\$100 donation can provide micro enterprise skills training for a Mozambican woman.

Learn more about Oxfam Australia and their programs on the [Oxfam TRAILWALKER website](#)

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**sponsor us here**

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Oxfam TRAILWALKER is a 100km endurance walk through the Australian bush. [We're taking this on](#) to raise money for [Oxfam Australia](#), who work to fight poverty and injustice in 29 countries around the world, including Indigenous Australia.

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**Thank you, from**  
**Libby Hattersley,**  
**Erica Hattersley,**  
**Rachel Hollis, Tess Palmer.**

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[donate to our team](#) -or- [visit our team page](#)