



#SteppinOutForPANSPANDAS

www.inflamedbrain.org/steppin-out

Moving outside our comfort zone... together.

5 Donor Email Templates: How to Use

These templates make it simple to ask donors to support your fundraising efforts. They're designed as fill-in-the-blank starting points—feel free to personalize them to reflect your voice and relationship with the recipient.

Instructions:

- **Update all RED text** with the appropriate names, details, and fundraising links.
- **Make it personal.** Add a warm greeting or quick personal note if you like (“How are Peter and the kids? Great to catch up last week!”).
- **Keep it brief.** Aim for 3–5 short paragraphs max.
- **Craft a clear subject line.** Let them know why you're reaching out.
- **Send individually.** Avoid mass emails—personalize each one using the donor's name.

These small touches go a long way. Good luck, and thank you for fundraising with us!



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Donor Email #1

General Support Ask

Subject: Please support me in Steppin' Out for PANS PANDAS!

Dear [Name],

This September, I'm joining changemakers across Canada to raise funds for some of the most medically marginalized children and adults living with PANS and PANDAS.

On **Saturday, September [XX]**, I'll be walking 2 or 5 km in **Steppin' Out for PANS PANDAS**—a national fundraising event for **Inflamed Brain Alliance (IBA)**, Canada's only charity dedicated to supporting families affected by these life-altering neuroinflammatory conditions.

I'm proud to walk for this cause, and I'd be so grateful for your support.

👉 **Click [here](#) to donate securely**
(Insert your fundraising link here—be sure to test it!)

Your generosity fuels awareness, research, education, and hope.

Thank you so much,
[Your Name]



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Donor Email #2

Friends, Colleagues & Acquaintances

Subject: Join me in being a changemaker through Steppin' Out for PANS PANDAS!

Hi [Name],

I wanted to share something important I'm doing this fall.

[PANS/PANDAS] has deeply impacted [my child, my family, a dear friend...]. Every year, children and adults with this condition go undiagnosed or untreated. But we can help change that.

On **September [XX]**, I'll be walking 2 or 5 km in **Steppin' Out for PANS PANDAS**—a fundraiser for **Inflamed Brain Alliance (IBA)**, Canada's only charity dedicated to this cause.

IBA is pushing for earlier diagnosis, access to treatment, and much-needed Canadian research. They rely 100% on donors and volunteers.

Would you consider donating to support my walk?

👉 Click **here** to give

Thanks for helping me step up for something that really matters.

Warmly,
[Your Name]



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Donor Email #3

“Walk in the Park” Theme

Subject: Unlike these brain disorders... my fundraising will be a walk in the park.

Hi [Name],

What I'm doing is simple. Why I'm doing it is anything but.

On **September [XX]**, I'll be walking 2 or 5 km in **Steppin' Out for PANS PANDAS** to raise awareness and funds for **Inflamed Brain Alliance (IBA)**—Canada's only charity supporting children and adults with PANS/PANDAS.

I've seen firsthand how devastating this condition can be, and I want to help make change happen. Even if I'm not in peak shape, I'm steppin' out—for them.

Will you support my walk with a donation?

👉 Click **here** to donate

Your gift helps bring hope, research, and support to those who need it most.

Thank you for your generosity,
[Your Name]



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Donor Email #4

Personal Story

Subject: I'm Steppin' Out for PANS PANDAS on September [XX]—here's why.

Dear [Name],

On **September [XX]**, I'm participating in **Steppin' Out for PANS PANDAS**, a national walk for the **Inflamed Brain Alliance**, a Canadian charity helping children, adults, and families impacted by PANS and PANDAS.

[Insert your 4–5 sentence personal story here:

“As you may know, our family has faced an uphill battle getting proper diagnosis and care for [my child / loved one] with PANS/PANDAS...”]

This cause is close to my heart, and I'd love your support.

👉 **Click [here](#) to donate securely**
(You'll receive an instant charitable tax receipt.)

Thank you for believing in this mission. Your support means more than you know.

With gratitude,
[Your Name]

P.S. If you're interested in joining me on Walk Day, let me know—I'd love the company!



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Donor Email #5

\$25 Ask

Subject: A \$25 gift can make a difference for children and adults with PANS PANDAS.

Dear [Name],

I'm walking on **September [XX]** in **Steppin' Out for PANS PANDAS**, a national event supporting **Inflamed Brain Alliance (IBA)**—Canada's only registered charity helping children, adults, and families affected by this complex neuroimmune condition.

Would you consider donating **\$25** to support my walk?

👉 **Click [here](#) to give securely**
(Your donation is tax-receipted instantly.)

Every dollar helps improve care and raise awareness for those suffering—many of them in silence.

Thank you in advance for your kindness,
[Your Name]