



Helping People. Saving Gorillas.

We know asking someone for money is nerve wrecking, so we have put some pieces together that you are welcome to use or edit as an example of a great way to ask those you know to support a worthy cause close to your heart.

Sample Emails:

Email #1

<Name>,

I wanted to share a passion of mine in the hope that you might be interested in helping me support them.

I LOVE GORILLAS! They are truly gentle giants and in addition to donating, this year, in honor of World Gorilla Day, I have committed to raise \$XX for the Dian Fossey Gorilla Fund, the world's largest and longest running gorilla conservation organization. World Gorilla Day is celebrated each year on September 24th, the day that Dian Fossey founded Karisoke, her gorilla research center, over 50 years ago.

The Fossey Fund spends 365 days a year in the forest, actively protecting wild gorillas in Rwanda and the Congo through daily protection (removing snares and traps), educating future conservationists through programs in schools and local communities, and supporting local communities who had previously relied on the forest for food and resources by helping to build sustainable sources of income. While their success is working, they still need our support to ensure that they are able to continue their work.

So I am asking, will you join me in supporting the last of the wild gorillas? A donation of any amount will help me reach my goal to help save gorillas!

Thank you for your support!

Email #2

<Name>,

Have you heard I LOVE GORILLAS? Well, it's true... gorillas are my passion and this year in honor of World Gorilla Day, I am raising money for the Dian Fossey Gorilla Fund. They are the largest and longest running gorilla conservation organization in the world.

Gorillas are the closest animal to us as humans and share so many similarities-- love, grief, family dynamics, and so much more!

Will you help me reach my goal of raising \$XX to ensure that gorillas are around for generations to come by making a donation? Any help would be so amazing and will help save gorillas!

Thank you,

Email #3

<Name>

This year, in honor of World Gorilla Day (September 24th), I am reaching out to friends to help support me in my efforts of raising \$XX for my favorite animal, gorillas.

Gorillas are truly the guardians of the forest and the ultimate gentle giant. The forests that gorillas live in are some of the most diverse ecosystems in the world and are literally the lungs of our planet. So in addition to being an amazing animal, their survival is directly linked to our survival.

Will you join me in supporting gorillas by donating to the Dian Fossey Gorilla Fund? A gift of any amount will help ensure that gorillas are around for generations to come!

Thank you and I hope I can count on your support!



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Social Media Fundraising Examples:

- #WorldGorillaDay is September 24th! Join me in celebrating gorillas and taking action to protect them in the wild. Please support me in raising \$XX for gorilla conservation.
- Compared to humans, gorillas do not have very expressive faces, but they do communicate emotions to others in the family group through body language and vocalizations. #WorldGorillaDay
- Grauer's gorilla populations have declined by 80-90%, and may now occupy only 13% of their historical range. Will you join me by making a donation in honor of #WorldGorillaDay
- Gorilla hands and feet are large with leathery palms and soles, and broad, flat nails. Their hands are very dexterous and can pick up amazingly small, delicate objects. Their feet, like their hands, have opposable thumbs/toes. #WorldGorillaDay
- Young gorillas play much like humans — they play tag and do somersaults! Support me in my goal of raising \$XX for #WorldGorillaDay
- Gorillas protect the second largest remaining rainforest, the literal lungs of our planet. Will you support me in raising awareness and money to save gorillas in honor of #WorldGorillaDay <Link>
- Will you join me in raising awareness and financial support for the conservation of wild gorillas? By conserving gorillas, we can save the world #WorldGorillaDay #Climatechange

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