# Guide Dogs Appeal 2023: Template email examples

Here is an example email you can use to help spread the word of the Guide Dogs Appeal 2023. Use the below copy to personalise an email to let any local contacts, your workplace, or a community group you are part of, know about how they can get involved in fundraising for Guide Dogs this October.

## Template email copy:

Dear **<Insert local contacts name>**

**<Insert personalised intro to why you are emailing:**

**e.g.**

As a volunteer for Guide Dogs, I wanted to let you know about their upcoming Guide Dogs Appeal this October and to see whether our workplace / community group / your business would be willing to get involved? **End of personalisation>**

Sight loss can affect anyone, at any age or stage of life - 1 in 5 people will live with significant sight loss in their lifetime. Often, it makes people feel alone and isolated. From friends and loved ones, from careers and communities, from the world they knew and the lives they’d planned.

Guide Dogs offers lifelong support and services, with and without dogs, for everyone living with sight loss. Children and adults, friends and family, we give people the tools and the confidence to live independently, live actively and live well.

**But we need your help.**

For this year’s Guide Dogs Appeal in October, we’re asking everyone to get together – and raise money to help tackle the loneliness and isolation caused by sight loss.

There are lots of ways to fundraise your way, and everyone who signs up at **guidedogs.org.uk/appeal** receives a free fundraising pack with everything they need as well as lots of fundraising ideas and inspiration.

With the money you raise, Guide Dogs can help a child born with a vision impairment to take their first steps into the world or support a grandparent as the relearn to live a full life with sight loss.

Together, we can break down the barriers that keep people apart. Family by family, person by person, penny by pound, we can end the loneliness and isolation caused by sight loss.

Thank you for considering supporting the charity I volunteer with and please do let me know if you have any questions about this year’s appeal.

Kind regards

**<Insert name>**

**End of document.**