

S&P Grassroots Fundraising Email Template

Personalize the parts in red :)

Subject: Join me in donating to Survived & Punished NY's commissary fund

Dear _____,

1) [PERSONALIZE YOUR INTRO: e.g. It was good to see you last week, I hope this email finds you doing well and enjoying spring] I'm writing to see if you will join me in contributing to Survived & Punished NY's commissary fund for criminalized & incarcerated survivors in NY state.

The S&P commissary fund is a project of Survived and Punished NY, a grassroots prison abolitionist organization fighting to abolish the criminalization of survival, gender violence, policing, prisons, and deportations. Survived & Punished has been raising money to provide commissary support to incarcerated survivors in New York State.

[INCLUDE SOMETHING PERSONAL ABOUT WHY YOU'RE DOING THIS: it could be about you or your experiences, your personal relationships, anything that shows the email recipient why this is a personal ask, for example:] I really believe that none of us are getting free without building out networks of community care, and that mutual aid is part of how we can learn together to survive and thrive outside the state. Putting money on people's books is the only way many people inside can purchase food, other basic needs, and calls or stamps as a lifeline to the world outside the walls.

I have set a personal goal of raising **[\$PERSONALIZE THIS WITH YOUR FUNDRAISING GOAL]**. Will you join me in contributing by **[set date]** so we can **support incarcerated survivors in NY state**? Please let me know if you contribute so that I can keep track of my progress.

With love & gratitude,
[YOUR NAME]