



# Donation Email Templates

**Thank you for participating in Move Your Pheet!** To help you get started, we've provided two email templates below that you can use when asking for donations. If you have questions or need additional fundraising support, reach out to [susie@npkua.org](mailto:susie@npkua.org).

## Email 1

Subject: Save the date and support a great cause: **(Event Name)**

Hi **(Recipient Name)**,

I'm **(hosting/participating in)** a fundraiser to raise money for National PKU Alliance (NPKUA), benefiting individuals and families affected by the rare disease, PKU, and I would be so grateful for your support!

Your donation helps NPKUA fulfill its mission to improve the lives of individuals with PKU, pursue a cure by expanding research and provide education and support to individuals living with PKU and their caregivers.

**(Add specifics about your family, fundraising event and your connection with PKU or NPKUA)**

**(Event Name)** will take place on **(Event date & time)** in **(Location)**.

Please see my personal fundraising page **(Add link to your personal fundraising page)** to donate. Any amount makes a big difference!

With thanks,

**(Your Name)**

## Email 2

Subject: Make a difference with me!

Hi **(Recipient Name)**,

I'm raising money and awareness for National PKU Alliance (NPKUA), in honor/memory of **(Honoree Name)**.

**(Add info here about who you're honoring and why)**

I'm asking you to join me today in my fundraising efforts. Every dollar raised helps to improve the lives of individuals living with PKU!

**Did you know?**

- PKU stands for Phenylketonuria. It's a rare genetic disorder that affects how the body processes protein.

With PKU, individuals can't eat a lot of protein. Their bodies can't break down an amino acid called phenylalanine (or "phe") the way most people can. Too much phe can build up and cause serious brain damage if it isn't managed.

- **Individuals with PKU follow a strict medical diet for life.** This means avoiding high-protein foods like meat, dairy, nuts and most grains. They also drink a special medical formula every day to get the nutrients they need.
- **There's no cure for PKU yet, but treatments are improving.** Some people can take medication that helps, but it doesn't work for everyone. That's why we need more research and programs to support the PKU community.

NPKUA is important to me because they support both PKU research and community programs that make a real difference to my family and me.

Please see my personal fundraising page **(Add link to your personal fundraising page)** to donate. I appreciate your support!

With gratitude,

**(Your Name)**