Subject: I’m Making a Big Chop! I’d Love Your Support

Hi [Friend’s Name]

You might have heard that I’m chopping off my hair and donating it to Variety - the Children’s Charity! My hair will be used to make wigs for those who have lost their hair due to a medical condition.

Variety believes all Aussie kids deserve a fair go so they help thousands of kids who are sick, disadvantaged, or have special needs through various grants and programs including granting wigs to kids that have lost their hair due to a medical condition for example, alopecia. Wigs give these kids, like Hannah (https://vimeo.com/173864173), more confidence and better self-esteem so they can feel like themselves again. But wigs can cost thousands and last only 1-2 years.

This is a really big deal for me. I’ve been growing my hair for this, for [Insert Timeframe].

I’m aiming to raise [target]. Please don’t be shy, every little bit counts!

You can donate at my fundraising page right now. Here’s the link:

[PAGE URL]

Thanks for your generous support. Keep an eye out for the first photos of me with short hair!

Cheers,

[Your Name]

PS. Don’t forget that you can support me, and Aussie kids in need, right here: [PAGE URL].