



## E-mail template

Dear

I want to tell you about '£3 to Break Ground', a new campaign launched by Priscilla Bacon Hospice. They are a local charity which was set up to raise £12.5 million to build a new specialist care hospice to replace Priscilla Bacon Lodge. They have already raised over £6.7m of their fundraising target and now need to hit the £8m mark, which will allow them to start building in the Summer of 2021.

To achieve this, the charity is asking every adult in Norfolk and Waveney to donate £3.00 by the end of 2020.

The Covid-19 pandemic has caused a dramatic reduction in appointments and treatments for cancers and other life-limiting illnesses, the consequences of which will be felt for years to come. With only 16 specialist care beds for a population of over 1 million, the need for the new hospice is now even more desperate.

It would be fantastic if you could donate £3.00 at: [www.justgiving.com/campaign/3pounds](http://www.justgiving.com/campaign/3pounds). Once you have, please can you post on social media and tag 3 friends, asking them to donate too? This will really increase the success of the appeal. Visit [www.priscillabaconhospice.org.uk/3pounds](http://www.priscillabaconhospice.org.uk/3pounds) to download an 'I've donated!' graphic.

It would be incredibly helpful if you could further spread the message to others. You can download a summary of the campaign, logos, e-mail templates, footers and more at the link above.

The more people who donate and share this campaign now, the sooner the desperately needed new hospice can be built.

Thank you for your support.