

The Great Coffee Challenge



EXAMPLE EMAIL AND SOCIAL MEDIA POSTS

To help you get the word out, we've put together some draft email and social media wording. Of course if you'd prefer to write your own, you can do that too!

Suggested email for family, friends and colleagues

Option 1: Standard template

Subject: I've taken on a big challenge

Hi (Name),

I've signed up to The Great Coffee Challenge in support of Make-A-Wish Australia. I'll be going without coffee between August 1-8 and I'd love your support. You probably know how much I love my coffee and it will be a real test to try and function without it. But I'm up for the challenge in the name of a good cause. Make-A-Wish grants wishes to really sick kids and together with your support we can make a life-changing difference.

If you'd like to make a donation please head to my fundraising page:

(fundraising page url).

Thanks so much,
(Your name)

The Great Coffee Challenge



Option 2: Fun template

Subject: I've taken on a big challenge

Hi (Name),

I've done something scary. I signed up to The Great Coffee Challenge in support of Make-A-Wish Australia. This means I'll be saying see you later lattes between August 1-8 and I'd love your support.

You probably know that I'm a bit of a procaffeinator – I don't get much done without my coffee – so this will be tough. But I'm being a cool bean in the name of a good cause. Make-A-Wish grants wishes to really sick kids and with your support we can make a life-changing difference.

Espresso your support by heading to my fundraising page to make a donation:

(Fundraising page URL)

Go on, don't be a mug

Thanks legend,

(Name)

The Great Coffee Challenge



Suggested social media posts

We've included some post images and a Facebook cover on our Impact page. We'd love you to get creative with your posts, and please tag us using [#greatcoffeechallenge](#) and [@makeawishaustralia](#)

Example 1

I'm saying see you later lattes for a whole week in the name of a good cause. Please donate to my fundraising page and help me make wishes come true for sick kids. [#greatcoffeechallenge](#) [@makeawishaustralia](#)
[Page URL](#)

Example 2

Life without coffee is tough... but together we can help sick kids feel tougher. I've signed up to The Great Coffee Challenge and will be going without coffee for a whole week. Please donate to my fundraising page in support of [@makeawishaustralia](#) [#greatcoffeechallenge](#)
[Page URL](#)

Example 3

I'm being a cool bean and giving up coffee for a week in support of sick kids. Espresso your support and help me make wishes come true for critically ill kids [#greatcoffeechallenge](#) [@makeawishaustralia](#)
[Page URL](#)

Example 4

One week. No coffee. For seriously ill kids. I've signed up to The Great Coffee Challenge in support of [@makeawishaustralia](#) Please donate to my fundraising page and help me make wishes come true for sick kids. [#greatcoffeechallenge](#)
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