## **EMAIL STRUCTURE – Walk Run Roll 2025 (how to personalize your email)**

**Subject line:**  
[Engaging Call to Action or Invitation to Participate]

**Greeting:**  
[Personalized if possible – Or: "Hi team," "Hello colleagues," etc.]

**Introduction:**  
[Briefly introduce Walk Run Roll – what it is, when it happens, and why it matters.]

**Details:**  
[Explain how your team can participate – time, date, format, flexibility.]

**Inspiration:**  
[Remind them of the impact of their participation – who it helps, how it connects to the GCWCC using stories, posters, videos from the Named Recipients.]

**Call to action:**  
[Clear instruction: join, sign up, share a photo, track your steps, etc. to raise money for the GCWCC]  
 **Logistics:**  
[Include any necessary links, hashtags, contacts, or accessibility details.]

**Closing and Appreciation:**  
[Encourage participation and thank them for stepping up.]

## **TEMPLATE 1 – Initial Invite**

**Subject line:** Move for a Good Cause – Join Walk, Run, Roll 2025!  
  
Hi team,

We’re excited to invite you to join the **2025 GCWCC Walk Run Roll**. This 5- kilometre challenge is happening across the country from **October 6 to 19**!

Whether you walk, roll, or run a few kilometres over lunch—**every movement you make helps build healthier and stronger communities**.

Here’s how to participate:

* **Sign up –** As an individual or team, [create a fundraising page](https://secure.e2rm.com/p2p/event/393137/en-CA) and reach out to peers, friends and family to encourage donations through the page.
* **Set up a time** – You can walk, run, or roll with colleagues or by yourself any time between October 6 and 19 to meet your goals.
* **Share your energy** – post a photo or story using **#GCWCCCommunities**

This is about more than wellness—it’s about solidarity with those who rely on essential community services supported by [**United Way Centraide**](https://www.unitedway.ca/) and [**HealthPartners**.](https://healthpartners.ca/)

Let’s get moving!  
Thank you for being part of the campaign.

[Your Name / Team GCWCC Contact]  
[Add link if there's a form, calendar invite, or internal post]

## **TEMPLATE 2 – Reminder**

## **Subject line:** Let’s Walk Run or Roll — It Starts This Week! Hello everyone,

It’s here! The **Walk Run Roll 5-kilometre challenge kicks off this week**, and we hope you’ll join by getting active in support of your community.

From **October 6 to 19**, you’re invited to walk, run, or roll - whatever works for you.

Here’s what to do:

* If you haven’t already, [**sign up**](https://secure.e2rm.com/p2p/event/393137/en-CA) –As an individual or team, create a fundraising page and reach out to peers, friends and family to encourage donations through the page.
* Set up a time (a lunch break, after work, or over the weekend).
* Move with purpose - every movement supports the GCWCC Named Recipients and members in your community.
* Share your photos or stories using **#GCWCCCommunities** to inspire others.

We’re moving in solidarity with people facing food insecurity, health challenges, and housing instability—and your participation makes a difference.

Let’s move together—every effort counts.

Thanks for showing up.

[Your Name / Team GCWCC Contact]  
[Optional: Include internal photo folder link, or post-event info]