

## SAMPLE EMAIL & NEWSLETTER COPY

### EMAIL COPY

Subject: Funding Frontline Impact - a new donor resource

Dear [First name],

As someone who is passionate about the power of supporting frontline organisations, I am excited to share about [Funding Frontline Impact](http://www.fundingfrontlineimpact.org) (www.fundingfrontlineimpact.org), a new donor resource. Developed by the [Freedom Fund](#), an anti-slavery funder that has supported over 170 frontline organisations around the world, Funding Frontline Impact includes stories, tools and resources to help you on your own frontline grantmaking journey - no matter the cause or geography.

On the site, you'll find:

- [Big picture principles](#) to guide frontline funding.
- [Practical advice](#) about various steps in the grantmaking process and the challenges you might encounter.
- [Video case studies](#) to help put principles into context, featuring Freedom Fund team members from around the world.
- A [resource hub](#) that includes guides, templates and tools.
- Ways to [take action](#) by promoting better resourcing for frontline groups.

I invite you to check out the site and share it with anyone who might find it useful.

Best wishes,

[First name]

## NEWSLETTER COPY

### Short blurb:

The Freedom Fund recently launched [Funding Frontline Impact](https://www.fundingfrontlineimpact.org), a new resource for donors who believe in the power of funding frontline organisations. The site draws from the Freedom Fund's experience funding over 170 frontline organisations around the world and features a set of principles for frontline funding alongside guidance, case studies and downloadable resources. Visit [www.fundingfrontlineimpact.org](https://www.fundingfrontlineimpact.org).

### Long blurb:

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Funding Frontline Impact includes:

- [Big picture principles](#) to guide frontline funding.
- [Practical advice](#) about various steps in the grantmaking process and the challenges you might encounter.
- [Video case studies](#) to help put principles into context, featuring Freedom Fund team members from around the world.
- A [resource hub](#) that includes guides, templates and tools.
- Ways to [take action](#) by promoting better resourcing for frontline groups.

Whether you're an individual philanthropist, a professional working in a foundation, or a donor advisor, this site aims to connect principles and practice when it comes to supporting frontline groups in any cause area or geography. Visit [www.fundingfrontlineimpact.org](https://www.fundingfrontlineimpact.org).