**Two examples of emails I used to raise money for my BHAG Book Fund**

**Email #1**

Subject of the email:

A big, hairy, audacious request

Body of the email:

Dear Friends,

When students do great things in my 9th grade English class at Leadership Public Schools-Richmond, they earn Big Hairy Audacious Goal (BHAG) tickets.  When they earn four, they can request any book that they want.  I buy it for them and the book arrives two days later.  For some of my students, these books are the first that they have ever owned.

**Can you help me give my students the books they want?  You can click here to make a donation to the BHAG Book Fund:  *I included the link here to the place where folks can contribute.***

Last year, I purchased 324 books for my students.  At the end of the year, the 9th grade English results on the state achievement tests were the highest in the history of the school.

The BHAG book program transformed reluctant readers into rabid ones. Students who professed a hatred of reading at the beginning of the year were, by the end of the year, staying up all night, engrossed in books that they loved.

**To keep my students reading like crazy, I am hoping to raise $2,000 in the next few days.**

So far this year, my students have received 97 books this year.  **You can help me give them 250 more!**  We can make sure *all* of my students become rabid readers.  Please give whatever you can: ***I included the link again here***

On behalf of my students, thank you!

Big love,

Tyler

**Email #2**

Subject of the email:

Oh noo no no no you can't stop buying books for us!

Body of the email:

Dear Friends and Family,

Check out the letter that a student of mine wrote to me yesterday.

This young person, one of my 9th grade students, immigrated from Mexico three years ago knowing practically no English.  This year alone, she has made over four years of reading growth.  I attribute a significant amount of her growth to the enthusiasm for reading that you can see in her note.

Over winter break, you all helped me raise over $3,000 to get great books into the hands of my students.  Since then, students have purchased hundreds of books through the BHAG book program in my classroom (a description of that program is below).  I am now a few hundred dollars in the red.  And while I don't mind spending my own money one bit, it's probably not sustainable.

So here is my request: **can you give $10 to help me buy more books for my students? If you're able and willing, you can do so here: *I included the link again here***

On behalf of my students, thank you!

Big love,

Tyler

P.S. BHAG Book Program: When students do great things in my 9th grade English class at Leadership Public Schools-Richmond, they earn Big Hairy Audacious Goal (BHAG) tickets.  When they earn four, they can request any book that they want.  I buy it for them and the book arrives two days later.  For some students, these books are the first that they have ever owned.

