Subject: Check out our new crowdfunding campaign

We initiated a new crowdfunding project!

Help us support the new fundraising project by going to Projectworldimpact.com and contribute any amount to [campaign name].

We really appreciate your interest in how we are trying to make a difference in the [campaign cause].

Each dollar given helps us get closer to our goal of raising $\_\_\_\_\_\_\_.

Thank you in advance for your contribution.

[org name]