

Kickstarter Project Emails

You should notice that the emails are all remarkably similar but with some minor amendments to match the audience.

Each email was personalised with the person's name.

Thursday Throng Email

Hi

You may or may not be aware but, in addition to running my blog Woman on the Edge of Reality which hosted you in my Thursday Throng last year, I'm also the Founder of the Hysterectomy Association. Several years ago, I began a project that involved asking its users to share their own stories and experience of hysterectomy. Over the years, many stories have been submitted and it's been really interesting for me to see how they have helped other women come to terms with the same, or similar issues.

Earlier this year I decided to see if I could bring these stories together into a single volume of work called 'In My Own Words: Women's Experiences of Hysterectomy'. The plan is to use a platform called Kickstarter to get the project funded to the tune of £2,500 from a large group of people each providing just a small proportion of the funds needed.

It would be great if you could help me to raise the money and spread the word about the project. At the moment, one in five women will expect to have a hysterectomy and I'm almost certain that someone you already know will have had the operation, or is suffering from one of the many conditions that can lead to this surgery.

How Can You Help

There are two ways you could help me with the project. The first is to donate directly to it and in return you can get one of all sorts of gifts.

The second is to share the project details with friends, family and colleagues.

To get started with either please visit <http://kck.st/11sd6JW> to find out more about the project and watch my (very amateur) video.

This is a time sensitive project, I have until the 9th March to raise the funds, and it's all or nothing; if I don't raise pledges for the whole amount then the project gets nothing. So, I will be enormously grateful for any help you can give me to get this going.

If you have any questions at all, then please don't hesitate to get in touch with me. Oh, and if you want to read just a few of the stories women have submitted over the years and see how others have been helped by them, you can find them on the Hysterectomy Association website here: <http://bit.ly/nBEAwL>

Kindest regards

Linda Parkinson-Hardman

Internet Mentor

Hysterectomy Association Users - 2nd Email

Hi

Firstly, I'd like to say thank for opening this email. I admit it's unusual for me to send out an email like this but we really do need all the help we can get. I'd also like to apologise to those of you who have already helped by backing the project and telling your friends and relatives, unfortunately there is no easy way to filter you out of the mailing list.

If you got the newsletter a couple of weeks ago then you'll remember that last month I launched a project called **'In My Own Words: Women's Experiences of Hysterectomy'** on a website called Kickstarter. Some of the feedback I got was that I wasn't clear enough about the value of the project to The Hysterectomy Association.

This project has two purposes:

The first is to create a new book for women having a hysterectomy that gathers all of the stories I've collected over the years from women the world over, into a single volume so that no matter where they are, they can read and find out that they aren't stupid for the questions they ask and they aren't alone.

The second is to provide a another stream of income for the Hysterectomy Association itself. The association operates on a shoestring, we get no funding from anywhere and all our income comes from the purchases that people make in our online shop. It is these purchases that fund everything and keep us going. Now, whilst it generally covers all its costs, there is nothing left over for extra's like this and I'd love to do more but can't because we don't have the money. I also happen to know that most women will reach for a book when they are faced with a decision like this rather than a website, so the more books we are selling on Amazon, the bigger an income we get and the more chance we have of reaching the women that need the information we provide.

Which is where you come in.

Obviously, it would fabulous if you might consider backing the project through Kickstarter, and it's worth bearing in mind that every single £1 given helps us reach the target we have set. You can find the project details here: <http://kck.st/11sd6JW>

Now, you might now be thinking 'what's in it for me?'

Kickstarter operates on the basis that in return for backing the project, you will get one of a series of 'benefits'. These range from copies of the ebook and specially commissioned signed hardback copies, to specially commissioned tee-shirts and even tangible business benefits such as a link from the hysterectomy association website back to yours with a business description, and even clickable links to your site in the ebook version of the book. It's worth noting that These benefits will only be created if the project gets funded.

But we only have until this Saturday, 9th March, to get this funded, and it's all or nothing. If we don't raise all the money we need by then, we don't get anything at all. So it really is desperate.

You can also help us in other ways too, for instance by sharing the following status updates on Twitter, Facebook, LinkedIn and other networks

What do seven men and three young girls have in common? They all had a hysterectomy in 2011/12 in the UK.
<http://kck.st/11sd6JW>

1 in 5 women will have a hysterectomy, can you help them to be more informed and better prepared?
<http://kck.st/11sd6JW>

Other people's experiences and stories are incredibly powerful and research shows that having information, awareness and understanding improves both the experience of surgery and its outcome. Please help us to give this opportunity to as many women as possible.

Thanks in advance and very best wishes

Linda PH

Email to Business Connections

Hi

Firstly, I'd like to say thank for opening this email.

You may remember that, in addition to social media strategy and writing, I'm also the founder of The Hysterectomy Association and last month I launched a project called '**In My Own Words: Women's Experiences of Hysterectomy**' on a website called Kickstarter.

You may be thinking, 'hysterectomy, what's that got to do with me?'; in fact it may have everything to do with you because 1 in 5 women will go through this, and that means women who could be close to you too.

This project has two purposes:

The first is to create a new book for women having a hysterectomy that gathers all of the stories I've collected over the years from women the world over, into a single volume so that, no matter where they are, they can read and find out that they aren't stupid for the questions they ask and they aren't alone.

The second is to provide a long term stream of income for the Hysterectomy Association itself. The association operates on a shoestring and whilst it covers all its costs, there's nothing left over for extra's like this.

Which is where you come in.

Obviously, it would be fabulous if you might consider helping to fund the project through Kickstarter, and it's worth bearing in mind that every single £1 given helps us reach the target we have set. You can find the project details here: <http://kck.st/11sd6JW>

Now, you might now be thinking 'what's in it for me?'

Kickstarter operates on the basis that in return for backing the project, you will get one of a series of 'benefits'. These range from copies of the ebook and specially commissioned signed hardback copies, right through to more tangible business benefits such as a link from our website to yours with a business description, and even clickable links to your site in the ebook version of the book.

But we only have until the 9th March to get this funded, and it's all or nothing. If we don't raise all the money we need by then, we don't get anything at all. So it really is desperate.

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