# Take on 250

## Example stewardship email

Subject Line: Take on 250 for [charity name]

Your challenge starts here [First name].  
  
Thank you for signing up to Take on 250 for [charity name]. You're making a big difference to people facing sight loss in the UK.   
  
To kick things off - set up your fundraising page today. [insert JustGiving link]   
  
It's the quickest and easiest way to start raising money. We’re asking you to raise as much as you can, but why not start with a target of £100.   
  
Remember to add a photo to your page, and a few lines about your challenge and why you're fundraising for [charity name]. It's guaranteed to boost your total. And don't forget to share your page with friends and family.  
  
Thanks again for Taking on 250 for [charity name]. It’s so exciting that you’re starting 2022 with a brand-new challenge, whilst [insert charity messaging].

Speak soon,

[charity signature]