

FUNDRAISER ENCOURAGEMENT

EMAIL TEMPLATE: THANK YOU FOR FUNDRAISING

Once a supporter has created a fundraising page and started fundraising, it is important to provide support and encouragement to them. This example communication and similar communications should be sent to all fundraisers on a regular basis (i.e. weekly) to encourage fundraising.

Target audience: All fundraisers

Email subject: Keep your fundraising going!

Dear <name>,

Thank you for supporting <charity/cause> by fundraising as part of <event name>. There's only <number> weeks to go until the event so we hope your fundraising and training are going well.

The hard work of you and other fundraisers, <charity name> has raised over \$<charity's fundraising total> so far. Funds raised from <event name> will enable us to <how funds will be used>.

HOW YOU ARE HELPING

By supporting <charity name> you are helping people like <name of person helped by charity>.

<include short personal story (and photo) about someone who has been helped by the funds raised>.

FUNDRAISING TIP OF THE WEEK

DID YOU KNOW? Fundraisers that customise their fundraising page by adding a photo/video or updating their blog raise more funds. So what are you waiting for? Update your fundraising page here [include link to login].

YOU ARE MAKING A DIFFERENCE

Every dollar you raise does make a difference so make sure you email the URL of your fundraising page to your friends, family, and colleagues and ask them to support you in your efforts. Fundraising really is as simple as sending an email.

Thank you for making a difference and we wish you the best of luck with your fundraising efforts.

Regards,

<charity name>