

FUNDRAISER ENCOURAGEMENT

EMAIL TEMPLATE: ONE LAST PUSH

When an event or campaign is about to finish, you should remind your supporters to give their fundraising 'one last push'. This example communication is aimed at encouraging participants to send their friends, family and colleagues another email 'blast'.

Target audience: All fundraisers

Email subject: Less than one week to go until <event name>

Dear <name>,

With less than one week to go until <event name>, it's not too late to ask friends, family and colleagues to help you reach your fundraising target before the event! Simply e-mail the URL of your fundraising page to as many people as possible and ask them to support you.

You can also easily share your fundraising page with your social networks by clicking the Facebook, Myspace or Twitter icons on your page. Remember that the more people you tell about your page, the more support you will receive.

DONATING HAS NEVER BEEN EASIER

Don't forget that anyone who donates to your fundraising page can do so either online via VISA, Mastercard, AMEX and BPAY or offline using Australia Post Billpay, giving your supporters even more choice and no excuses!

GOOD LUCK!

We wish you the best of luck in this year's event, and hope you enjoy the experience.

Regards, <charity name>